

**Avery Dennison**  
Identification Solutions

**Monarch**  
Intelligent Retail Solutions

# Monarch<sup>®</sup> Retail Labeling Solutions

**Made Possible**  
by Avery Dennison

Increase Productivity  
Eliminate Price Confusion  
Easy to Use  
Increase Customer  
Satisfaction



[www.monarch.com](http://www.monarch.com)

## The Monarch® brand started in 1890...

so we've had some time to perfect the handheld labeler.

A labeler is a small simple piece of equipment, but using the right labeler can make a significant difference in your everyday operations. As experts in the industry, we understand the challenges and needs of a handheld labeler, and we know that the smallest detail can have a large impact on the use of the labeler. The Monarch hand labeler is the most productive, reliable, durable, and easiest to use labeler in the marketplace.

### Labeling systems designed to move your product

Choosing the labeling system that's best for you is easy at Avery Dennison. You can select from an outstanding line of dependable, high-quality labelers - from Monarch® One-Line Systems for pricing to Two and Three-Line Systems that provide numerous available positions to show your customers "before" and "now" pricing. With ample character space available, you can keep track of inventory from the sales floor—including slow-moving or expiring items.

### The Monarch labeler delivers easy-to-read pricing, tracking, promotional, and date-coding labels for the retail industry.

- Easy to read label formats help turn inventory and spike sales
- Straightforward solution making it simple for employee training
- Drop tested extensively to withstand the rigorous needs of retailers

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## Price marking solutions to save you time and money

Because the Monarch labelers hold more labels than the competition, you'll spend less time loading your labeler and more time pricing - getting product to the selling floor fast.

### Simplify your markdown process!

Maximize your markdown efforts with markdown label solutions from Avery Dennison. Clear crisp and colorful markdown labels project a definitive message to the shopper and enhance the look of the product or shelf.

Compared to handwritten "red pen" markdowns, the Monarch labeler is faster and more efficient. Increases impulse buying by announcing your specials and catch the customers' eye. Eliminate pricing confusion and increase customer satisfaction, since your customers don't have to guess the actual price and they won't be surprised at checkout. Additionally, tamper evident label solutions prevent price switching and in-store shrink.



## Boost sales with big, bold, bright, pre-printed labels

Studies have shown customers make 65% of impulse purchases based off of in-store advertising. Take advantage of Avery Dennison's wide variety of vibrant colors, unique shapes and bold print for increasing your products' visibility.

You'll speed through the label application with one of Avery Dennison label applicators. Because promotional labeling may often require changes between pre-prints, the applicators are easy and quick to load, saving you time.



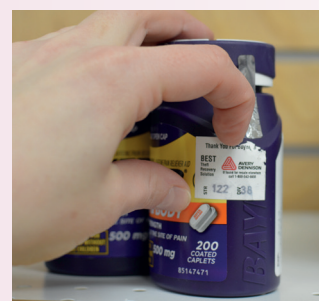
## Theft Deterrent and Recovery Solutions

Sometimes the simplest solutions can be the most effective. Avery Dennison's Theft Deterrent and Recovery Labels act as a deterrent if and when a thief attempts to peel off the label. They will soon realize they will be unsuccessful and likely give up. Additionally, when a stolen product is recovered, the store information helps with the return of merchandise to the correct retailer.

The Avery Dennison Theft Deterrent and Recovery Solution is an overt theft deterrence with:

- Aggressive adhesives
- Variable store information
- Brand identification for recovery

...And is Easy to use!





These labelers have one thing in common -  
they will save you money!

	1110° Labeler	1131° Labeler	1130° Labeler	1135° Labeler	1115° Labeler	1136° Labeler	1142° Labeler	1155° Labeler	1138° Labeler	1156° Labeler	1151° Labeler	1151° C Labeler	1152° Labeler	1151° WB Labeler	1156° WB Labeler	1151° CWB Labeler	1152° WB Labeler	1153° Labeler
Find it on page	8	10	7	16	12	14	17	22	21	23	18	18	18	20	20	20	20	24
	1-Line			2-Line					Promotional					Message				3-Line
Maximum Characters/Line																		
Top				6	8	8	10	12					12			1*	12	12
Middle										7		7		1*	1*		1*	12
Bottom	8	8	6	6	8	8	10	12	5		7		7					12
Message Labelers										•				X	X	X	X	
Price Items Over \$100	X	X	X	X	X	X	X	X		X	X	X	X				X	X
Unit Pricing (pkg., doz., etc.)	•	X	•	•	X	X	X	X	•	X	X	X	X				•	X
Multiple Pricing (2 FOR, etc.)	X	X	X	X	X	X	X	X	X	X	X	X	X				•	X
Two-Line Comparison Pricing				X	X	X	X	X					X					X
Promotional Pricing									X	X	X	X	X					
Raised/Underlined Cents	X	X	X	X	X	X	X	X	•	X	X	X	X					X
Large Print (larger than 5mm)									X	X	X	X	X	X	X	X	X	
Date Coding	X	X	•	X	X	X	X	X					X				X	X
Time Coding	X	X	•	X	•	X	•	X					•				•	•
PLU Code	X	X	X	X	X	X	X	X	X		X	X	X					X
SKU Code/Vendor Code	X	X	X	X	X	X	X	X	X		•	•	X					X
Cost Code	•	•	•	•	X	•	•	•					•					•
Alpha Characters	•	•	•	•	•	X	•	•					•				•	X
Part-Gum Labels					X			X			X		X				X	X
Peel-Off "Piggyback" Labels						•												
OUTDOOR™ Labels	•	•	•	•	X	X		X	•	X	•	•	•	•	•	•	•	

X - In Stock   • - Available   1\* - Prints 1 word/line

## About Monarch® Labelers and Labels

Designed with the user at the forefront, small optimizations in the Monarch design make a big difference for you.

- **Ease of use** – We have simplified the steps to take care of necessary, but tedious tasks like loading/unloading the labeler and clearing jams.
- Red “touchpoints” are incorporated throughout the labelers to help guide the user through important tasks such as loading, clearing jams and removing the ink rollers.
- It takes about 75% less time to load labels and roughly 97% less time to change ink rollers than other similar labelers on the market.
- Instructional videos are easily accessed by scanning the QR code conveniently located on the labeler.
- **Larger label roll capacity** – By increasing the size of the label roll capacity, this allows you to reduce downtime by minimizing the amount of times you need to change out label rolls.
- **Top quality** – All Monarch labelers are made in the USA from practically indestructible ABS plastic and drop tested to ensure they'll last for decades





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## We've got you covered

All of our labelers are covered by a 1-year warranty and our National Repair Service offers the most comprehensive repair program. Our National Repair Facility can restore your labeler to a "like new" condition with 48-hour turnaround repairs on all labelers. We guarantee your 100% satisfaction.

Avery Dennison labels are available in numerous colors, sizes and adhesives to fit the needs of your application or product. Our colorful selection is perfect to help influence customer's behaviors in purchasing by drawing attention to certain items, as well as improve brand identity.



Our Monarch® Intelligent Retail Solutions improve efficiency, increase margins, reduce waste and enhance the consumer experience throughout the global supply chain.

**Contact us**

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