

Behind the Code

Using Labeling Efficiency to Improve Your Bottom Line

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Preserving Your Profits in a Tough Economy

In today's uncertain economic climate, the United States retail supply chain is experiencing a real threat to its profitability and viability. Reduced consumer spending and the resulting loss of revenue is forcing consumer goods manufacturers, distribution centers and retailers to make some drastic cuts in their operating costs. Layoffs and closings are a daily feature in U.S. newspapers and television



broadcasts. But according to an article in RIS entitled, *Adapting to Retail's New Reality: Critical Steps for 2009*, "Smart retailers continue to invest in technology that enhances associate productivity by automating tasks that ensure store-level execution compliance, which will have a direct impact on consumer relationships".

Improving the efficiency of operations is one way in which businesses are able to offset declining sales. Even small changes can produce significant savings by optimizing labor resources, reducing waste and downtime, and improving speed and accuracy. Making revisions to inefficient labeling / tracking processes not only reduces operating costs, but can also improve accuracy, visibility of promotions and customer satisfaction which may result in more sales.

Avery Dennison has a team of efficiency experts who consistently help our customers identify inefficient labeling, tracking and marking processes and develop solutions that save them time and money...improving their bottom line. We can do the same for you. Call to schedule an analysis of your operations and we will provide you with process charting and solution recommendations that will save you money.

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No Capital?.....No Problem! Acquiring Equipment without Capital Expenditure

Many businesses can improve productivity by automating their labeling processes with printer applicators, investing in mobile printing solutions, or simply upgrading their outdated printing equipment. However, it's become increasingly difficult for them to find the necessary capital in today's ever-shrinking budgets.

A solution that Avery Dennison offers is our "Preferred Purchase Plan". It gives businesses the flexibility to purchase the equipment they need without making a capital investment.

Avery Dennison offers a wide variety of equipment and service that we can effectively bundle together with supplies and amortize over a specific period of time. For a minimal finance charge, our customers are able to obtain the equipment they need without spending capital.

How does it work?

The cost of labeling equipment and service can be divided by the number of cases of supplies that you agree to purchase and that amount is added to the case price, allowing you to spread your equipment costs over the length of the supplies contract. A modest finance charge is built in.

The Preferred Purchase Plan provides the ability to work within the constraints of shrinking budgets by allowing you to spread the cost of equipment over more than one year. In addition, you are assured that your prices are agreed upon for the entire term of your agreement.

Even as material and labor costs continue to increase, you are guaranteed you won't pay more than the agreement specifies. The plan

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also allows flexibility in adjusting ship dates and quantities to meet your needs within the terms of the agreement.

The economic uncertainty currently affecting the profitability of most businesses is forcing cuts to capital expenditure budgets. We have a solution for businesses that need new equipment but don't have the capital right now to purchase it.

Contact your Avery Dennison Account Manager to set up your personalized Preferred Purchase Plan.

Featured Product: New Monarch® Sierra Sport4™ Hybrid Printer!



Avery Dennison has developed a truly unique printer that meets the needs of manufacturers, distribution centers and challenging retail environments. The Monarch Sierra Sport4 features the following:

- ✓ Hybrid Functionality - tabletop, portable and mobile applications
- ✓ Thermal Direct AND Thermal Transfer printing with one printer
- ✓ Flexible power sources (AC, DC, Battery, Forktruck) reduce downtime
- ✓ Secure wireless connectivity
- ✓ Fast on-demand printing
- ✓ Rugged & durable for warehouse / DC and outdoor environments
- ✓ Perfect for mobile logistics applications

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The Versatile Monarch® Sierra Sport4™ Hybrid Printer!



Forktruck



Tabletop



Portable

Click on the following link to learn more about the Monarch Sierra Sport4 Hybrid Printer:

[Monarch Sierra Sport4 Hybrid Printer](#)

Call your Account Manager for more information on this or any Avery Dennison product or service.

FREE CONSULTATION:

Avery Dennison's experts will analyze your operations and work with you to determine which labeling solution is right for you. Call your Account Manager to schedule an analysis and stop losing money to inefficient labeling operations.

If you do not wish to continue to receive this information from Avery Dennison, please respond to this e-mail and type "unsubscribe" in the subject line. Avery Dennison, Inc., 170 Monarch Lane, Miamisburg, OH 45342