

Avery Dennison Case Study

Monarch®
Products and Services

Upscale Clothing Manufacturer Improves Profits by Centralizing Item ID Tag Production

Business Challenge:

A manufacturer of upscale women's clothing, required a highly secure labeling system to assure that the thousands of garments produced overseas and routed through their Louisville center for nationwide distribution have accurate item ID/price tags attached in order to maximize operating efficiency. A secure, integrated solution is required to assure the integrity of the brand is protected against black market replicas.



facility and shipped to suppliers throughout the world. The supplier attaches these tickets to each garment and returns any unused tickets to assure that they are not used on the black market.

Avery Dennison products improve profits by optimizing the Customer's internal processes for overseas, domestic and internal package routing. The reliability of Monarch printers and responsiveness of Avery Dennison support has enabled this Customer to improve operations and protect their brand against black market replicas.

Avery Dennison Solution:

The distribution center printing solution recommended by Avery Dennison utilizes a number of Monarch® 9800® series tabletop products to meet the customer's specific item ID/price tag requirements.

In order to assure that counterfeit tickets are not printed, all item ID tags are printed at a central

For more information on how the Monarch® Tabletop Barcode Printers can help you save money and process time, call us at 800.543.6650 prompt 5. Ask for a free Fastrax analysis of your business processes and demonstration of the Monarch Tabletop Barcode Printers.

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