

# Avery Dennison Case Study

**Monarch®**  
Products and Services

## Distribution Center Increases Productivity and Customer Relationships with High Speed Labeling Solutions!

### Business Challenge:

A major distributor for a large retail shoe chain was looking to improve the shipping label process in their Distribution Centers. This Customer is required to use shipping labels that comply with the Retailer's bar code formats. The employees in the Distribution Centers were printing out each individual label and hand applying them to the boxes, but frequently the labels were placed in the wrong spot on the boxes. Boxes could not be read by the Retailer's verifiers and had to be re-routed to an area to be remarked, which caused extra work for the Retailer and delayed the time the items were sent to the sales floor.

The Retailer was growing increasingly dissatisfied with this Customer's business performance. The Customer's profits were declining due to increased labor expense resulting from this inefficient method of label application.



### Avery Dennison Solution:

A Fastrax process analysis was conducted at one of the Customer's distribution centers. Working with the Customer, it was determined that a high speed printer applicator would be the perfect solution for the Customer's business challenges.

With the high speed labeling system, boxes come down a conveyor and the equipment prints and applies the shipping label at the right spot on the box - every time! In addition, the Fastrax analysis indicated that one printer-applicator can work ten times as fast as one person can. Since implementation, this Customer's employee productivity has increased as orders are processed more quickly. Efficiency and business profitability has increased because the opportunity for human error has been eliminated.

**When the Retailer receives product from this Customer, they no longer require special attention, which has resulted in a seamless flow through the supply chain. The customer relationship between this Customer and the Retailer has greatly improved.**

**For more information on how a free Fastrax analysis can show you ways to improve your process and increase your productivity, call us today at 800.543.6650 prompt 5. Ask for a free Fastrax analysis of your business processes.**

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