

Avery Dennison Case Study

Monarch®
Products and Services

Nationwide Newspaper Improves Production with Production Line Print & Apply Solutions

Business Challenge:

This Customer was looking for an improved production line labeling and application process. As a large newspaper, with daily circulation of 800,000, and more than 1,140,000 on Sunday, the Customer has sophisticated automation, material handling and sortation technology. The Customer offers value added select distribution techniques, which allows their advertising customers to employ sophisticated market segmentation to target small geographic and demographic markets, primarily by ZIP Code.

The Customer was preparing all labeling for select distribution manually, resulting in as many as 20%-- or 100,000 papers each day--being sent to the wrong agent for distribution in the wrong ZIP zones. It was difficult to proactively identify and catch errors, and both time-consuming and costly to correct them. The Customer was experiencing significant issues in advertiser satisfaction. There was a sizable profit drain in the business, because when an advertiser called to complain--they demanded a refund.

Avery Dennison Solution:

After completing a Fastrax process analysis, it was determined that printer applicators programmed with the proper ZIP zone distribution codes, integrated with omnidirectional scanners to capture data at the front end of the distribution process, and track the bundles as they go out, would be

the most cost-effective solution to the Customer's business challenge.

This integrated solution is now part of a large and complex system that more accurately distributes different versions of the Customer's publication to different areas.



The printer applicator provides the speed, accuracy and variable information the Customer requires to print and apply labels on the production line. The scanner accurately captures the label data on various sizes of

bundles, because of its capability to handle various depth-of-field focal points.

With the installation of this integrated solution, the Customer has significantly improved its select distribution accuracy. During tests conducted with the initial printer applicator and scanner installed, the Customer achieved 99.97 percent accuracy in ZIP zone distribution. Customer satisfaction levels have risen to an all time high because key advertising customers are assured readers in the right neighborhoods are seeing the right advertising message

For more information on how Avery Dennison Printer Applicator solutions 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.

Avery Dennison Printer Systems Division
170 Monarch Lane Miamisburg, OH 45342
1.800.865.6650 prompt 5 Fax 1.937.865.2554

