

Monarch® No-Mar™ Thermal Transfer Labels

Monarch®
Products and Services

Supplies Breakthrough

These labels were on the same box, subjected to the same conditions on a conveyor system with rails...do you think the "industry standard" label will scan? We don't!

Glare and Scuff Resistant

No matter what thermal transfer printer you are using, you can take advantage of Monarch's scuff resistant and glare resistant carton shipping labels. This technology resists "scuffing" of the label and reduces glare...one of the most common contributors to labels that don't scan.

Eliminate "No Scans"

"No scans" can lead to costly disruptions in the supply chain and expensive fines. Monarch's **No-Mar Labels and ribbons, ELIMINATE VIRTUALLY ALL OF THE UNSUCCESSFUL SCANS** caused by scuffing and glare, providing performance superior to traditional old-fashioned shipping labels.



*Monarch No-Mar
Label*

**Industry Standard
Label**

Pass Retailer Evaluations

Leading retailers have increased emphasis on scan rates in their distribution centers. "No scans" cause increased operating costs and longer processing time, leading to lost sales. Retailers now require vendors to certify the quality of their labels by submitting samples for evaluation prior to granting production approval.

The product that passes retailers' qualification is Monarch No-Mar Labels!

Monarch® No-Mar™ Thermal Transfer Labels

Monarch®
Products and Services

Avoid Costly Chargebacks!

Many retailers have implemented aggressive chargeback programs for vendors providing labels that don't scan. Monarch's exclusive No-Mar Labels virtually eliminate a common problem with standard labels and printers - the creation of "gray marks" from rubbing against metal - which impact scanning performance.



Contact with conveyor rails, trucks or even a paper clip can leave a mark on industry standard carton labels that makes the bar code unreadable. With Monarch No-Mar Labels, once you print your label, your bar code will resist scuffing on its way to its destination. You save money on chargebacks and you stay on good terms with your customers!

Applications at a Glance

- Compliance Labeling
- International Shipping
- Tough Environments
- On-Demand, Peel Mode in Hot, Humid Environments
- Superior Applicator Dispensing

Supplies Doctors

We want your most challenging thermal label or tag problem!

Just call or e-mail us at dmail@averydennison.com to set up a consultation with the Supplies Doctors and get a **free diagnosis!**

The Avery Dennison Supplies Doctors have been diagnosing labeling and tagging problems for over 100 years. We work with our customers to develop new, cost-efficient and innovative solutions!

Resist Scuffing and Reduce Glare

Monarch No-Mar Labels are bright white, highly opaque and extra-smooth, to provide the best possible scanning performance and unmatched visual quality when used in thermal transfer printers. Other benefits of Monarch No-Mar Labels include:

- **No Glare for overhead scanners to cut through.** No-Mar Labels are a scientific and engineering improvement producing a unique matte surface which reduces glare and gloss that prevents successful reads on fixed position scanners.
- **Super White.** Compare the bright white look of No-Mar Labels to standard label stocks.
- **Sturdy Stock.** An excellent choice for on-demand, peel applications even in elevated heat and humidity.



Glare on industry standard label.

Monarch® Supplies: For smooth and reliable performance, only Monarch supplies are recommended for use with Monarch printers. Our labels scan virtually 100% of the time, cutting wasted rescanning and labeling time.

Monarch® Service: Every Monarch printer is fully supported by Monarch Service, the largest network of experienced, full-time bar code and RFID technicians in the industry.

Avery Dennison Printer Systems Division

170 Monarch Lane Miamisburg, OH 45342

1.800.543.6650 Monday-Friday, 8 AM-6:30 PM ET www.monarch.com

