

Monarch® Promotional Pricing Solutions from Avery Dennison

Monarch®
Products and Services

How Much Are These Items? Your Guess Is as Good as Your Cashier's!



Whether your in-store promotions are holiday-oriented, seasonal or schedule-driven, barcoded item pricing is a key element to the success of any program.

Why Barcode Your Promotional Items?

- **Pricing Accuracy** - the correct item price is contained in the barcode. No more guessing the price at the register.
- **Provides Differentiation Between Similar Items** - Is this premium or regular? Sometimes it's difficult to tell just by looking. With a barcoded promotional label, the product is identified and the correct detail (and price) is captured at the POS.
- **Eliminates Costly Human Error at the Register!**
- **Enables Results Tracking** - When the item is scanned at the POS, promotional data is collected for results reporting.

Quick, Accurate Promotional Printing

There are many benefits of using a Monarch Promotional Pricing Solution, including:

Simplicity - Our mobile promotional pricing tools allow you to create promotional labels with both barcodes and human readable data on the spot!

Flexibility - Take the printer to the product, in the back room or in the aisle - where the need arises!

Pricing Management - Change prices on the fly to optimize promotional flexibility. Just scan the item and print a new barcoded promotional price label.



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Which Monarch Promotional Pricing Solution Right for You?

We'll help you figure it out with our **free**, exclusive diagnostic analysis called Probranding.

Here's how it works: Our consultants examine each step of your in-store operations – complete with a stop watch. Then we go to work developing innovative solutions to *streamline your process and reduce your costs* - complete with a strong ROI! Process improvements that increase productivity combined with brand reinforcement that enhances your company's image: **That's Probranding!**

For a free Probranding analysis, call Avery Dennison today at 800.543.6650, prompt 5. We can help you find out which Monarch Promotional Pricing Solution is right for you!



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