

In-Plant Printing Solutions

How To Create Variable Data Tags And Care Labels
With Maximum Speed And Flexibility

Printers

Software

Supplies

Service

Do It Yourself

Do It Fast

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Fast-Fashion Is Here

The world has changed. More variable information, more styles, more seasons, more quick response ...fast-fashion with its many demands is definitely here. Obtaining labels and tags to meet these demands can be a real challenge. But Avery Dennison can help with in-plant printing systems that allow you to produce labels and tags when you need them, and as you need them.

Big Benefits For Busy Businesses

Our in-plant printers, software, supplies and service let you:

- **Handle variable information easily**—Our digital printers make it quick and easy to print variable information like size, style, color, bar codes, bundle and lot numbers, care instructions and contents.
- **Produce labels fast**—In-plant printing not only solves label delivery problems, it's great for short lead-time or just-in-time production, make-up runs, samples and more.
- **Gain flexibility**—When you do your own printing, last minute changes are no big deal. Price changes, fiber content changes due to a spot market purchase of fabric, country of origin changes due to a sourcing shift, cover overruns, even emergencies ...you can handle them all, and quickly, with in-plant printing.
- **Cut cost**—In-plant printing of labels is often less expensive than buying finished labels, especially when there are many SKUs. Additional savings are also generated by reduced inventory, which ends label obsolescence, as well as by avoiding air freight charges for emergency label orders.
- **Avoid label minimums**—Doing it yourself means no quantity or dollar minimums for printing. You can produce 60, 36, 12, or just 1 label ...the choice is yours.
- **Cover quick-turn replenishment orders**—With in-plant printing, lack of labels will never keep you from fulfilling hot reorders on time.
- **Reduce label inventory and avoid obsolescence**—Having to stock each label and tag SKU leads to excess inventory and label obsolescence; in-plant printing lets you print and stock only those labels you need immediately.
- **Consolidate labels and tags**—Because in-plant printing lets you easily handle variables, you can combine labels, saving money and reducing label clutter.



A World Of Applications

Care Labels—Print basic care labels. Add simple logos, and/or include a bar code. Print on the front and on the back. Heat seal labels can also be done in-plant. Complex multicolor logos can be preprinted on the label tape and the in-plant printer can be used to add the variables.

Integrated Tags—Purchase tag stock preprinted with non-variable logos and graphics; then run the roll through your in-plant printer to add variable information like size, color, style, bar code, and price. This combination does the job of a merchandise tag and a price ticket.

Retail Tickets—Meet your compliance needs for price and bar code tickets.

Pressure Sensitive Stickers—Print size strips, size stickers, price stickers, poly bag labels, and carton labels quickly and easily in-plant.

Contractor ID/Tracking Labels—Solve traceability issues involving QC, logistics, returns, and chargeback mitigation by printing a small label with contract numbers, lots, bundles, dates, plants, and more. Security features can also be added to prove authenticity.

Footwear Labels and Stickers—Produce heat seal or sew-in tongue labels that are wear resistant and durable. Or print box end labels with shoe images and size information.

Industrial Uniform Labels—Innovations in chemistry and printing let you print in-plant labels that resist harsh laundering.



More Choices ...More Solutions ...More Value

In-Plant Printers—Avery Dennison offers a comprehensive line of digital in-plant printers. Engineered and produced for the apparel and sewn products industries, these printers feature rugged, industrial design meant for a factory environment and high volume batch production of labels and tags. They include integrated label cutting, stacking, and label batch separation. One- and two-sided label printers are available. Some can even print multiple colors. Options such as bar code verifiers meet special needs. Extensive label formatting provides flexibility. Connectivity to mainframes, PC's, and/or the web means lots of options for handling data.

Software—Handling labeling data has become just as important as printing it. Avery Dennison is the market leader in this area, with breakthrough software solutions. For example:

- PC Mate Platinum offers label formatting and on-site data entry
- D2Comm offers data distribution from a central site. This makes it possible to send labeling data and formats to remote locations around the world and load them onto an in-plant printer, assuring data integrity and accuracy
- We offer a variety of web services including web ordering, security programs, and label and tag image warehousing, among others

Supplies—For the most reliable performance we recommend Avery Dennison supplies. Extensive supply offerings cover every application. Innovations in labeling provide technically superior solutions for the toughest jobs, like industrial laundering, denim washing, smear proof tags, multilingual care labeling, anti-counterfeiting, stickers for wrinkle-free garments, and many more. In addition, Avery Dennison can pre-print non-variable logos or backgrounds, making it possible to combine beautiful label graphics with in-plant printing of variable information for enhanced savings and reduced label clutter.

Field Service—With more global locations than any other competitor, Avery Dennison field engineers are readily available to provide on-site printer maintenance and repair.

Want To Know More About How In-Plant Printing Can Benefit You?

Contact your local Avery Dennison sales representative to find out more about developing a customized in-plant printing program for your brand.

