

**Monarch<sup>®</sup> Labeling Systems  
from Avery Dennison**

**1-Line, 2-Line, 3-Line  
and Promotional Labelers—**

***Designed for Information,  
Tracking & MOVING your Product!***



# Why Choose Avery Dennison?

## Reliable

Monarch® Handheld Labelers are designed to meet the specific and rigorous needs of retailers, manufacturers and distributors/route drivers. Monarch® Labelers have been drop tested for durability and are backed by our standard One-Year Manufacturer's Warranty and a 30-Day Money Back Guarantee.

## Productive

Monarch® Labelers give you the highest quality performance when it comes to identifying, pricing and tracking your merchandise, whether in your store or at your distribution warehouse. Monarch® Labelers print crisp, clean, easy-to-read Labels. Pricing and product information is legible to your customers and your associates.

## Easy to Use, Easy to operate Squeeze, Release and Apply

Monarch® Labelers are all portable, lightweight, compact, extremely durable and easy to use.

- Quick and easy loading simplifies employee training
- Larger label rolls reduce re-loading frequency and increase employee productivity
- Landscape or portrait label printing and dispensing provides clear, easy to read labels that increase consumer confidence
- Easy to read label formats help turn inventory and spike sales
- Clean and easy ink roller changes prevent smudges and insure crisp printing
- Inking Method—disposable porous roller
- Every package includes operating instructions and ink roller



## Pricing

Easy to dial-in, bold, clear characters. Labeler can be fitted with your own cost code or other special alpha or numeric characters.

## World class service

The Monarch® Brand brings you over 115 years of experience in price marking and item identification through its branded products. The combined resources of Avery Dennison offer you the industry's largest and most comprehensive repair program. Our National Repair Facility can restore your labeler to a "like new" condition with a turnaround time of only one to two days for standard band setups. We guarantee your 100% satisfaction.

## Supplies

We offer a wide range of supplies and accessories for all Monarch® Brand Labelers—all designed to meet your individual needs. Supplies include your choice of general purpose, permanent or removable adhesives. Choose from over 10 colors of label stock and inks. Select from stock labels, pre-prints OR, build brand identity with a custom printed label using your name and logo! Accessories offered include holsters, replacement ink rollers, label scrapers, wrist straps, case cutters and more.

**Spur Sales,  
Boost Productivity  
& Tighten Inventory  
Control with  
Monarch® Labeling  
Systems**

**Q:**

Are you looking for a Labeler that is quick to load and easy to use?

Would you like to reduce employee downtime?

Would you like to reduce hand-written errors?

Could you increase sales with the help of attention getting price labels?

**A:**

Monarch Labeling Systems from Avery Dennison!

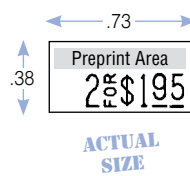
**ONE LINE**

For basic data

**Monarch® 1110® Labeler**



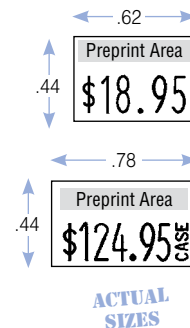
- Lines of Print: 1
- Max. Bands per Print Head: 8
- Character Height: Maximum 5mm
- Labels Per Roll: 1063
- Rolls Per Sleeve: 16
- Loaded Weight: 9.5 oz. (269g)
- Label Width: .38" (9.7mm)
- Label Length: .73" (18.5mm)



**Monarch® 1130® and 1131® Labeler**



- Lines of Print: 1
- Max. Bands per Print Head:  
1130® Labeler: 6  
1131® Labeler: 8
- Character Height: Maximum 5mm
- Labels Per Roll: 2500
- Rolls Per Sleeve:  
1130® Labeler 10,  
1131® Labeler 8
- Supplies stay protected inside enclosed compartment
- Loaded Weight:  
1130® Labeler 14.1 oz. (400g)  
1131® Labeler 14.5 oz. (411g)
- Label Width:  
1130 Labeler: .62" (15.7mm)  
1131 Labeler: .78" (19.8mm)  
Label Length: .44" (11.2mm)



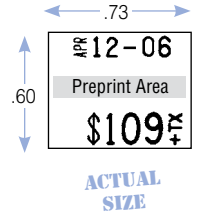
**TWO LINE**

For increased tracking ability

**Monarch® 1115® Labeler**



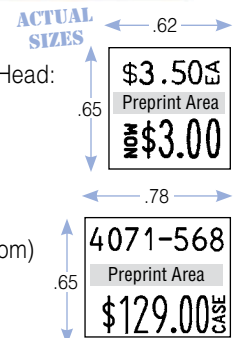
- Lines of Print: 2
- Max. Bands per Print Head: 8 (top), 8 (bottom)
- Character Height: Maximum 5mm
- Labels per Roll: 1500
- Rolls per Sleeve: 10
- Loaded Weight: 18.8 oz. (533g)
- Label Width: .60" (15.2mm)
- Label Length: .73" (18.5mm)



**Monarch® 1135® and 1136® Labelers**



- Lines of Print: 2
- Max. Bands per Print Head:  
1135® Labeler: 6 (top), 6 (bottom)  
1136® Labeler: 8 (top), 8 (bottom)
- Character Height:  
3mm (top), 5mm (bottom)
- Labels per Roll:  
1135® Labeler: 1700,  
1136® Labeler: 1750
- Rolls per Sleeve:  
1135® Labeler: 10, 1136® Labeler: 8
- Supplies stay protected inside enclosed compartment
- Loaded Weight: 1135® Labeler: 14.6 oz. (414g)  
1136® Labeler: 15.1 oz. (428g)
- Label Width 1135® Labeler: .62" (15.7mm)  
1136® Labeler: .78" (19.8mm)  
Label Length: .65" (16.5mm)



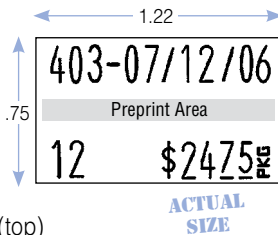
## TWO LINE

For increased tracking ability

### Monarch® 1155® Labeler



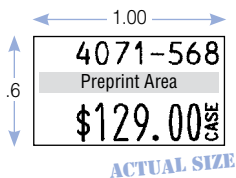
- Lines of Print: 2
- Max. Bands per Print Head: 12 (top), 12 (bottom)
- Character Height: Maximum 5mm (top) 5mm (bottom)
- Labels per Roll: 1000
- Rolls per Sleeve: 8
- Supplies stay protected inside enclosed compartment
- Loaded Weight: 17.9 oz. (508g)
- Label Width: .75" (19.1mm)
- Label Length: 1.22" (31.0mm)



### Monarch® 1142™ Labeler



- Lines of Print: 2
- Max. Bands per Print Head: 10 (top), 10 (bottom)
- Character Height: Maximum 3mm (top) 5mm (bottom)
- Labels per Roll: 1250
- Rolls per Sleeve: 10
- Supplies stay protected inside enclosed compartment
- Loaded Weight: 16.1 oz. (456g)
- Label Width: 1.0" (25mm)
- Label Length: .6" (15.24mm)



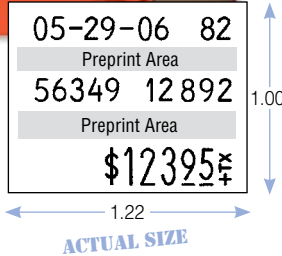
## THREE LINE

For increased tracking capability & flexibility to perform a variety of functions

### Monarch® 1153® Labeler



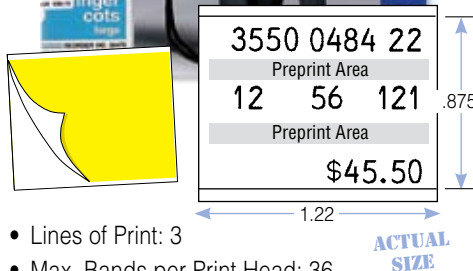
- Lines of Print: 3
- Max. Bands per Print Head: 36: 12 (top) 12 (middle) 12 (bottom)
- Character Height: Maximum 3mm (top), 3mm (middle), 5mm (bottom)
- Labels per Roll: 1000
- Rolls per Sleeve: 6
- Supplies stay protected inside enclosed compartment
- Loaded Weight: 19.8 oz. (561g)
- Label Width: 1.0" (25.4mm)
- Label Length: 1.22" (31.0mm)



### Monarch® 1158® Labeler



- Lines of Print: 3
- Max. Bands per Print Head: 36: 12 (top), 12 (middle), 12 (bottom)
- Character Height: Maximum 3mm (top), 3mm (middle), 3mm (bottom)
- Labels per Roll: 750
- Rolls per Sleeve: 6
- Supplies stay protected inside enclosed compartment
- Loaded Weight: 20.8 oz. (590g)
- Label Width: .875" (22.4mm)
- Label Length: 1.22" (31.0mm)



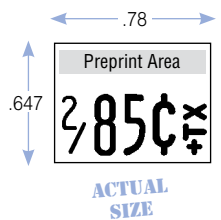
## PROMOTIONAL –

### ONE LINE

### Monarch® 1138® Labeler



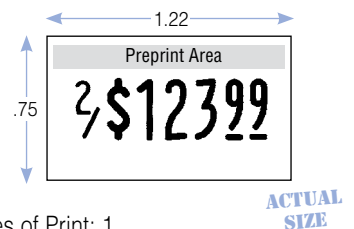
- Lines of Print: 1
- Max. Bands per Print Head: 5
- Character Height: 8mm
- Labels per Roll: 1750
- Rolls per Sleeve: 8
- Supplies stay protected inside enclosed compartment
- Loaded Weight: 15.1 oz. (428g)
- Label Width: .78" (20.0mm)
- Label Length: .647" (16.0mm)



### Monarch® Crown Series™ 1156® Labeler



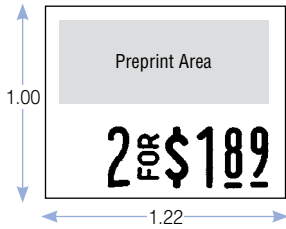
- Lines of Print: 1
- Max. Bands per Print Head: 7
- Character Height: 8mm
- Labels per Roll: 1000
- Rolls per Sleeve: 8
- Supplies stay protected inside enclosed compartment
- Loaded Weight: 17.4 oz. (493g)
- Label Width: .75" (19.0mm)
- Label Length: 1.22" (31.0mm)



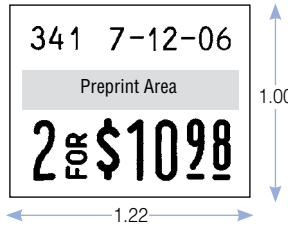
## PROMOTIONAL — ONE LINE & TWO LINE

### Monarch® Crown Series™ 1151® Labeler

### Monarch® Crown Series™ 1152® Labeler



ACTUAL SIZES



- Lines of Print: 1
- Max. Bands per Print Head: 7
- Character Height: 8mm
- Labels per Roll: 1000
- Rolls per Sleeve: 6
- Supplies stay protected inside enclosed compartment
- Loaded Weight: 18.7 oz. (530g)
- Label Width: 1.00" (25.0mm)
- Label Length: 1.22" (31.0mm)

- Lines of Print: 2
- Max. Bands per Print Head: 12 (top), 7 (bottom)
- Character Height: 3mm (top), 8mm (bottom)
- Labels per Roll: 1000
- Rolls per Sleeve: 6
- Supplies stay protected inside enclosed compartment
- Loaded Weight: 18.7 oz. (530g)
- Label Width: 1.00" (25.0mm)
- Label Length: 1.22" (31.0mm)

## APPLICATOR

### Monarch® 1159® Applicator



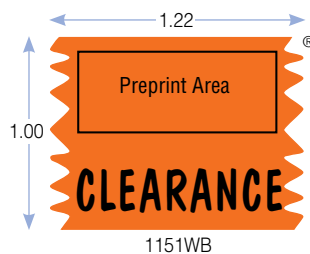
Grab attention with a wide variety of pre-printed label shapes and fluorescent colors.

- Labels per Roll: 1000
- Rolls per Sleeve: 6
- Supplies stay protected inside enclosed compartment
- Loaded Weight: maximum 15.2 oz. (431g)
- Dispenser Label Sizes: 1.00" x 1.22", .75" x 1.22"

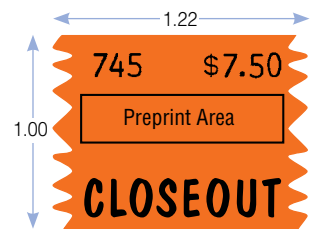
## MESSAGE LABELER

### Monarch® Crown Series™ 1151® WB, 1151C® WB, 1152® WB, 1156® WB Sure-Sell™ Labeler

- 12 different message settings for unbeatable versatility
- Lines of Print: 1 or 2
- Max. Bands per Print Head: 1 for 1151CWB, 1151WB and 1156WB; 1 (bottom) and 12 (top) for 1152WB
- Max. Messages per Band: 12 (center) for 1151CWB and 1156WB; 12 (bottom) for 1151WB; 12 (bottom) for 1152WB
- Character Height: 8mm for 1151CWB, 1152WB and 1156WB; 3mm (top), 8mm (bottom) for 1152WB
- Labels per Roll: 1000
- Rolls per Sleeve: 6 (1151, 1152 series)
- Rolls per Sleeve: 8 (1156)
- Supplies protected inside enclosed compartment
- Loaded Weight: maximum 18.7 oz. (530g)
- Label Width: 1.0" (25.4mm) for 1151CWB and 1152WB; 0.75" (19.1mm) for 1156WB
- Label Length: 1.22" (31.0mm)
- Label Width: 1.00" (25.0mm) 1151® WB
- Label Length: 1.22" (31.0mm)

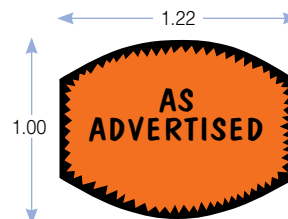


1151WB

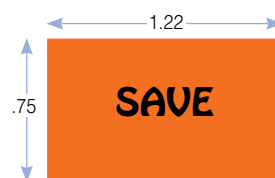


1152WB

ALL SHOWN ACTUAL SIZE



1151CWB



1156WB



AS  
ADVERTISED  
**SAVE**  
SALE  
CLEARANCE  
REDUCED  
BUY 1 GET 1  
FREE  
**SPECIAL**  
NEW  
SAVE WITH  
CLUB CARD  
**PAID**  
SPECIAL  
TODAY

# Labeling Systems Designed to Move Your Product

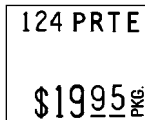
Choosing the labeling system that's best for you is easy at Avery Dennison. You can select from an outstanding line of dependable, high-quality labelers—from One-Line Systems for pricing to Three-Line Systems that help you capture important information. There's even a line of Promotional Labelers that print big bold characters to increase impulse sales.

## To Make Your Choice Easier!

Simply use this column to check the features you want. Then match your requirements with the Labeler that works best for you!

| Your Needs                      | 1130® Labeler | 1131® Labeler | 1110® Labeler | 1135® Labeler | 1136® Labeler | 1115® Labeler | 1142™ Labeler | 1155® Labeler | 1153® Labeler | 1158® Labeler | 1138® Labeler | 1151® Labeler | 1151° C Labeler | 1152® Labeler | 1156® Labeler | 1151° WB Labeler | 1151° CWB Labeler | 1152° WB Labeler |
|---------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----------------|---------------|---------------|------------------|-------------------|------------------|
| Maximum Characters/Line         |               |               |               |               |               |               |               |               |               |               |               |               |                 |               |               |                  |                   |                  |
| Top                             |               |               |               | 6             | 8             | 8             | 10            | 12            | 12            | 12            |               |               | 12              |               |               |                  |                   | 12               |
| Middle                          |               |               |               |               |               |               |               |               | 12            | 12            |               |               | 7               |               | 7             |                  |                   |                  |
| Bottom                          | 6             | 8             | 8             | 6             | 8             | 8             | 10            | 12            | 12            | 12            | 5             | 7             |                 | 7             |               |                  |                   |                  |
| Message Labelers                |               |               |               |               |               |               |               |               |               |               |               |               |                 |               |               | X                | X                 | X                |
| Price Items Over \$100          | X             | X             | X             | X             | X             | X             | X             | X             | X             | X             |               | X             | X               | X             | X             |                  |                   |                  |
| Unit Pricing (pkg., doz., etc.) | •             | X             | •             | •             | X             | X             | X             | X             | X             | •             | •             | X             | X               | X             | X             |                  |                   | •                |
| Multiple Pricing (2 FOR, etc.)  | X             | X             | X             | X             | X             | X             | X             | X             | X             | X             | X             | X             | X               | X             | X             |                  |                   | •                |
| Two-line Comparison Pricing     |               |               |               | X             | X             | X             | X             | X             | X             | X             |               |               |                 | X             |               |                  |                   |                  |
| Promotional Pricing             |               |               |               |               |               |               |               |               |               |               | X             | X             | X               | X             | X             |                  |                   |                  |
| Raised/Underlined Cents         | X             | X             | X             | X             | X             | X             | X             | X             | X             |               | •             | X             | X               | X             | X             |                  |                   |                  |
| Large Print (Larger than 5mm)   |               |               |               |               |               |               |               |               |               |               | X             | X             | X               | X             | X             | X                | X                 | X                |
| Date Coding                     | •             | X             | X             | X             | X             | X             | X             | X             | X             | X             |               |               |                 | X             |               |                  |                   | X                |
| Time Coding                     | •             | X             | X             | X             | X             | •             |               | X             | •             | •             |               |               |                 | •             |               |                  |                   | •                |
| PLU Code                        | X             | X             | X             | X             | X             | X             | X             | X             | X             | X             | X             | X             | X               | X             |               |                  |                   |                  |
| SKU Code/Vendor Code            | X             | X             | X             | X             | X             | X             | X             | X             | X             | X             | X             | •             | •               | X             |               |                  |                   |                  |
| Cost Code*                      | •             | •             | •             | •             | •             | X             |               | •             | •             | •             |               |               |                 | •             |               |                  |                   |                  |
| Alpha Characters                | •             | •             | •             | •             | X             | •             |               | •             | X             | X             |               |               |                 | •             |               |                  |                   | •                |
| Part-Gum Labels                 |               |               |               |               |               | X             |               | X             | X             |               |               | X             |                 | X             |               | X                |                   | X                |
| Peel-off "Piggyback" Label      |               |               |               |               | •             |               |               |               |               | X             |               |               |                 |               |               |                  |                   |                  |
| OUTDOOR™ Labels                 | •             | •             | •             | •             | X             | X             |               | X             | •             |               | •             | •             | •               | •             | X             | •                | •                 | •                |

X = In Stock • = Available



|           |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------|---|---|---|---|---|---|---|---|---|---|---|---|
| YOU SET   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | X | Y |
| IT PRINTS | P | A | T | H | F | I | N | D | E | R | X | Y |

### \*Hidden Cost Codes

Monarch® Brand Labelers will allow you to print your product cost (in code) right on the label. These models have print bands with the letters P-A-T-H-F-I-N-D-E-R with corresponding numbers of 1 to 0. Simply dial in your cost by number and this cost will be printed on the label in letters only you can de-code.

### Superior Repair Service

National Repair Facility  
200 Monarch Lane  
Door 37  
Miamisburg, Ohio 45342

### Call 800-214-0872

Most Labeler repairs ship in 1 or 2 days!

### Avery Dennison Printer Systems Division

170 Monarch Lane Miamisburg, OH 45342  
1.800.865.6650 Monday-Friday, 8 AM-6:30 PM ET www.monarch.com

