

Light, portable,
reliable

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The **Monarch[®] Sierra Sport[™] 9460**
and **9433** Mobile Printers



**AVERY
DENNISON**

Monarch[®]
Products and Services

In your retail store or warehouse ...

For you as a retailer, product identification at any time is of vital importance. You need to label your shelves correctly, handle returns and identify in and outgoing products in your logistics processes.

Price policy is another essential facet of your marketing mix. Hence, efficient price tagging in your store is of high relevance – in all of its aspects: from item-marking to markdowns.

From shelf-labelling to re-pricing – all of these activities can be time, money and material consuming. They may not belong into your core competences, yet they need to be done every day and handling them as efficiently as possible is always a challenge.

Now, the good news is – regardless of your line of business and the stage of your decision-making process: You can tackle all of these challenges with just one wireless solution - a portable printer and a separate scanner.



Your Applications

Would you like to enhance your efficiency in price tagging and logistic handling? There are many ways to improve your supply chain:

- Item-marking
- Markdowns
- Shelf labelling
- Return handling
- Line busting
- Logistics

For all of this, there is one solution: Monarch® Sierra Sport™ – printing and labelling on the spot.



... in shelf labelling, **item-marking** or **marking down** ...

Do you want a thermal direct printer that's available at any time and any place you need? If so, the portable Monarch® Sierra Sport™ is for you.

The Monarch® Sierra Sport™ is always right close by – no matter where you happen to be. This portable printer is extremely light and with its practical strap, you can easily carry it with you wherever you go. Which means: you or your staff can be present in the shop all the time, during the entire labelling process. This maximizes their customer contact and is highly time efficient.

The Monarch® Sierra Sport™ is ready for use, even under the toughest conditions. With its extremely robust design, it will reliably print your labels day-in and day-out – wherever they are needed.

There are many benefits from this handy printer: It keeps you from running to and between shelf and printer, it saves you time and it will reduce mark-down errors. Plus, the Monarch® Sierra Sport™ is easy to handle, with a quickly rechargeable battery.

It can handle labels of different shapes and types: tags, self-adhesive labels, linerless applications, facestock, pre-cut and pre-printed labels – all of which are available from Avery Dennison as well.

This portable printer comes in two models: Monarch® Sierra Sport™ 2 9460 for a label width of up to 51 mm (2") and 3 9433 for up to 79,3 mm (3").

Special features of both models

- IP protocol for "easy Internet"
- Displays error messages
- Wireless plug and play via Bluetooth and WLAN
- More standard features
- Full graphic display
- Printer status visible
- Shoulder Strap

Sierra Sport 2™ 9460™



Your Advantages:

- Optimal print results for label widths of 13 to 51 mm (2")
- Manage printers through network
- Existing serial units can be easily upgraded to wireless

Sierra Sport 3™ 9433™



Your Advantages:

- Optimal print results for label widths of 13 to 79.3 mm (3")
- Standard USB port
- Easily portable with hand strap or belt clip

... increased efficiency and availability.

Whichever device you decide on – it'll be hard to imagine doing without the portable, light-weight Monarch® Sierra Sport 2™ 9460™ and Monarch® Sierra Sport 3™ 9433™ to make your day's work so much easier. You can count on Avery Dennison for all your product labelling needs.

Would you like comprehensive advice, on-site service, and support in implementing your Avery Dennison products? Just give us a call and we'll be right there for you.

The Monarch® Sierra Sport™ 9460 and 9433 at a glance

Printer specifications	Sierra Sport 2™ 9460™	Sierra Sport 3™ 9433™
Printing technology:	Thermal direct	Thermal direct
Size (W x H x D):	91 x 147 x 122 mm	133 x 89 x 184 mm
Weight:	730 g	1.11 kg
Printhead:	48 mm, 203 dpi	72 mm, 203 dpi
Print speed:	76 mm/s	91 mm/s
Display:	Multi-line graphical LCD	Multi-line graphical LCD
Processor:	32 bit, 20 MHz	32 bit, 100 Mhz
Memory:	512 K RAM, 2 MB Flash	2 MB SDRAM, 4 MB Flash
Printable barcodes:	UPCA (+2/+5), UPCE (+2/+5), EAN-8 (+2/+5), EAN-13 (+2/+5), Interleaved 2 of 5, Extended Code 39, Codabar (NW7), Code 128 or Code 16K, Code 93, MSI, PDF417, POSTNET, MaxiCode	
Standard fonts:	42 fonts, including Standard, Reduced, Bold, OCRA-like, EFF Swiss Bold, HR1 and HR2 (HR1 and HR2 are only for numeric data)	
Font magnification:	1 x to 7 x for Bitmapped fonts, 4 to 250 pt. for scalable/TrueType fonts	
Interfaces:	Standard: Serial RS232C Optional: WLAN 802.11b/g, Bluetooth	Standard: R-232 Serial, USB Optional: WLAN 802.11b/g, Bluetooth
Operating temperature:	4 - 40 °C	4 - 40 °C
Humidity:	Up to 90% non condensing	Up to 85% non condensing
Power supply:	7.4 V Li-ion rechargeable battery external mains adapter Autoselect,	7.4 V Li-ion rechargeable battery 100 - 240 VAC 50/60 Hz
Accessories/options:	Four station battery charger, single battery charger, hand strap, hip belt, Li-ion rechargeable battery, shoulder strap	Four station battery charger, single battery charger, hand strap, battery charger, belt clip, Li-ion rechargeable battery, shoulder strap
Material specifications:	Sierra Sport 2™ 9460™	Sierra Sport 3™ 9433™
Label width:	13 to 51 mm	13 to 79.3 mm
Label length:	9.5 to 305 mm	9.5 to 304 mm
Roll length:	14.7	15 m
Included in the package:	Battery and shoulder strap	Battery and hand strap

We reserve the rights to make technical modifications (12/2007).

You're never far from an
Avery Dennison representative:

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France

Germany
Iberia
Italy

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Turkey
UK

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PR China / Hong Kong

