

Retail Price Marking Devices: Breakaway Slits and Type Fonts

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There are currently four major manufacturers and/or distributors of hand-held pricing guns and labels. A fifth manufacturer makes a generic pricing gun and label that may be marketed under the name of several distributors. Class characteristics of labels manufactured by each company depends primarily on recognition of the design of tamper-proof or break away slits, and recognition of the standard font style for numbering.

Introduction

The basis for the following research began in the summer of 1993 when a request was made to examine a small fragment of a retail price label. The fragment fell off an eight-foot ladder while in the custody of an engineering firm that was prepared to testify regarding the defective and unsafe construction of the ladder. The question asked was if it could be determined from an examination of the paper and the color of the label whether the label came from one of three hardware stores.

Prior to ever viewing the label fragment in question, it was recognized that the color and integrity of the paper was almost certainly compromised by aging, chemicals, and storage or environmental conditions, and further it may be almost impossible to find contemporaneous comparison samples that were maintained under similar conditions.

After the first opportunity to view the fragment of the price label it was immediately apparent that the initial questions posed were not significant. What was of significance, however, were pre-cut slits on the left and bottom edge of the label, and a small amount of letterpress printing most likely from a preprinted store name.

Methods and Materials

Appropriate methodology for examinations of this nature include:

- Literature search

- Phone calls and written requests to distributors and manufacturers of labels and one-line hand-held pricing guns
- Collect samples from the different guns from local retailers
- Microscopic examination
- Close-up photography of the fragment
- Comparison examinations with collected standards

From a search of the literature, little pertinent information was found. One paper (Bouffard, 1980) was a key factor in determining the significance of the pre-cut slits in the questioned label. It also provided direction to further inquiries at the manufacturer and retail level regarding pricing guns and labels to determine how much information was still applicable, and what changes had been made in this market.

Results

The characteristic of most significance for discriminating various labels from each other is the design of the die cuts, also known as the tamper-proof or breakaway slits. These slits are designed to separate if an attempt is made to remove the label from the product. Effectiveness is somewhat governed by the adhesive on the back of the label (general purpose, permanent or removable adhesive). Also standard type fonts for the numbers and symbols vary between manufacturers of pricing guns.

Monarch Labels

Pricing guns and labels are manufactured by Monarch and distributed by Pitney Bowes. The labeler may have the name Monarch or Pitney Bowes on the side of the pricing gun. This is the only company that has a patent on the design of their breakaway slits.

Design of Monarch Breakaway Slits:



Fig. 1



Fig. 2

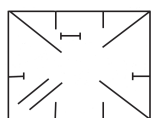


Fig. 3

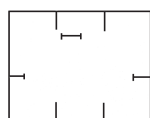
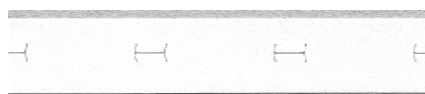


Fig. 4

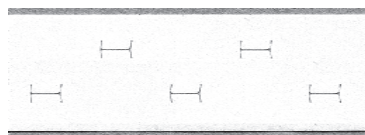
There are actually two different cuts in the label, with the die cuts on the front of the label being the tamper-proof or breakaway slits. The second cut is from the back of the label and its waxy carrier strip. Its purpose is for the "feed mechanism," a solid plastic wedge, to "catch" and pull the used waxy backing through the pricing gun and, at the same time, move the next label into position in front of the printing mechanism. On the four generic Monarch labels above, this back cut is a horizontal cut with two short vertical cuts on each end.

Design of Back Cuts on Monarch Labels:



One Line Label

Fig. 5



Two Line Label

Fig. 6

On individual one-line and two-line labels one-half of this horizontal T-shaped cut is on the left

side of the label and half of the T-shaped cut is on the next adjacent label. Completion of this cut, according to Monarch, is approximately 75%–85% completion. Therefore, complete evidence of this cut may not be apparent on 15%–25% of the labels.

On another Monarch label two horizontal breakaway slits coincide with, or are on top of, the cut for the feed mechanism on the back of the label. The cut for the feed mechanism on the back of this label is a horizontal S-shaped cut.

Design of Monarch Breakaway Slit:



Fig. 7

Design of Back Cut on Monarch Label:



Fig. 8

More recently, another Monarch label was found to have two wedge-shaped cuts from the back of the label for the feed mechanism. Evidence of these wedge-shaped cuts was found in varying degrees of penetration to the front of the label on all samples examined. No breakaway slits from the front were found on these labels.

Design of Monarch Breakaway Slit:

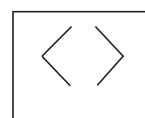


Fig. 9

Design of Back Cuts on Monarch Label:



Fig. 10

Available models and features of Monarch hand-held labelers^{1,2} are shown in Table 1. Monarch also makes specialty promotional labels. These labels may be flag shaped, or they may have jagged edges on either the sides, or on the top and bot-

tom of the label, or they may be rectangular. These labels will have 5 to 9 characters with large bold print. These labels are made for Monarch labelers 1138, 1166 and 1176. Monarch labelers 1151 and 1152 are two-line specialty labelers.

Type	Model	No. of Characters	Size of Labels
One-line labelers	Monarch 1130	Up to 6 characters	.44" x .624"
	Monarch 1131	Up to 8 characters	.44" x .780"
	Monarch 1110	Up to 8 characters	.39" x .733"
Two-line labelers	Monarch 1135	Up to 12 characters	.624" x .647"
	Monarch 1136	Up to 16 characters	.647" x .780"
	Monarch 1115	Up to 16 characters	.60" x .733"
	Monarch 1165	Up to 20 characters	.60" x 1.00"
	Monarch 1170	Up to 24 characters	.75" x 1.22"
Three-line labelers	Monarch 1173	Up to 27 characters	1.00" x .77"
	Monarch 1175	Up to 33 characters	1.22" x 1.00"
	Monarch 1185	Up to 33 characters	1.22" x 1.00"
	Monarch 1185	Up to 33 characters	.875" x 1.22"

Table 1. Monarch Hand-Held Labelers

Avery Dennison/SATO

Avery Dennison is the distributor of pricing guns and labels bearing the name Dennison. They are also the primary distributor of pricing guns manufactured by and bearing the name SATO (a Japanese Corporation). Avery Dennison produces the labels for the SATO pricing guns.

Design of Dennison and SATO Breakaway Slits:

Avery Dennison

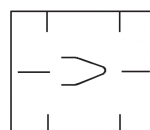


Fig. 20

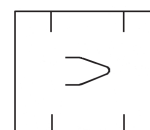


Fig. 21

SATO

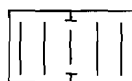


Fig. 22

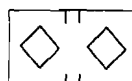


Fig. 23

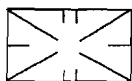


Fig. 24

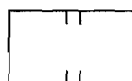


Fig. 25

The cut from the back of the label for the feed mechanism was found in two forms. One of these was a short vertical I-shaped cut similar to the horizontal cut previously described on the Mon-arch label.

Design of Back Cuts on Avery Dennison Labels:



Fig. 26

The second cut for the feed mechanism is a U-shaped cut that coincides with the horizontal U-shaped breakaway slit on the Avery Dennison label, and it coincides with the two center and vertical breakaway slits on the SATO labels. A single sprocket "catches" on this horizontal U-shaped cut to feed labels through the pricing gun. Viewed at an angle with proper lighting, evidence of the U-shaped cut on the front of the label is frequently apparent.

Samples of Avery Dennison and SATO type fonts

Dennison



Fig. 27

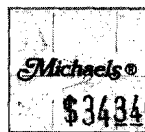


Fig. 28



Fig. 29



Fig. 30



Fig. 31

Available models and features of Avery Dennison/SATO hand-held labelers¹ are shown in Table 2.

Type	Model	Size of Labels
One-line labelers	Might One Gun	13/16" x 1/2"
	105/106	11/16" x 6/16"
	PB-XL	7/8" x 5/8"
Two-line labelers	216	11/16" x 5/8"
	210	7/8" x 5/8"
	BP-2	1-3/16" x 13/16"
Three-line labelers	330	1" x 11/16"
	PB3-208	1-3/16" x 13/16"

Table 2. Avery Dennison/SATO Hand-Held Labelers

Esselte Meto Labels

METO bought out Primark and Dymo. Guns and labels marketed by METO may bear the name METO or Primark. Also, a Primark label was recently found on a hand-held labeler bearing the name SUN Brander.

Design of METO Breakaway Slits

METO



Fig. 32



Fig. 33

Primark

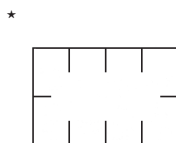


Fig. 34

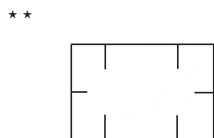


Fig. 35

* The consumer can request 4, 6 or 8 vertical breakaway slits.

** This label was found on a Primark gun with a roll of labels bearing the name METO. This is the only label found that could potentially be misidentified as being a Monarch label. The distance between the vertical die cuts at the top and bottom of this label are approximately .44" - .45" apart compared to the .23" - .24" width between center die cuts on the Monarch label. These labels never have the horizontal T-shaped cut at the sides of the label. Also, with appropriate magnification and careful examination it is readily apparent that these horizontal cuts are from the front rather than the back of the label as on a Monarch label.

Design of Back Cuts on Primark Labels:



Fig. 36

Cuts on the waxy backing for the feed mechanism on the Primark label consists of two horizontal slits between succeeding labels. The feed mechanism consists of a sprocket with two teeth at intervals the distance from the top to the bottom of a single label. Evidence of these horizontal cuts on the front of the label is dependent upon registration with the labels.

From an examination of the METO pricing gun at local retailers, the scalloped METO label (previously known as the Dymo label) does not have a back cut, and the pricing gun does not have teeth-like projections on a sprocket (which are usual to the Primark, Avery Dennison, and Garvey pricing guns). Instead the feed mechanism consists of a small strip of coarse sandpaper, and pressure that grips and pulls the used backing strip through the pricing gun.

Samples of METO and Primark type fonts

METO

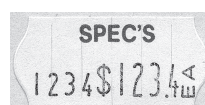


Fig. 37

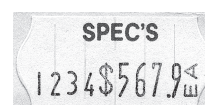


Fig. 38

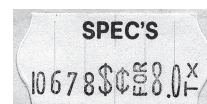


Fig. 39

Primark

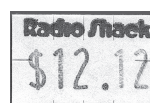


Fig. 40

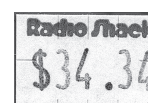


Fig. 41

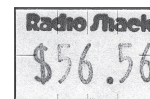


Fig. 42

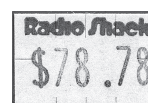


Fig. 43

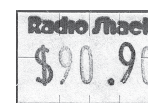


Fig. 44

Standard Band Configurations for METO Labels³

METO One-line labelers

1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7
8	8	8	8	8
9	9	9	9	9
10	0	0	0	0
\$		.	\$	Tx
Tx	\$	\$	¢	¢

Model 5.16

Fig. 45

1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9	9
0	0	0	0	0	0
+Tx	\$	\$	FOR	/	,
¢	¢	¢	¢	¢	¢
¢	¢	¢	¢	¢	¢

Model 6.22

Fig. 46

A	1	1	1	1	1
B	2	2	2	2	2
C	3	3	3	3	3
D	4	4	4	4	4
E	5	5	5	5	5
F	6	6	6	6	6
G	7	7	7	7	7
H	8	8	8	8	8
J	9	9	9	9	9
K	0	0	0	0	0
L	FOR	/	,	¢	+Tx
M	\$	.	-	-	¢

Model 6.22A

Fig. 47

1	1	1	1	1	1	.1	1
2	2	2	2	2	2	.2	2
3	3	3	3	3	3	.3	3
4	4	4	4	4	4	.4	4
5	5	5	5	5	5	.5	5
6	6	6	6	6	6	.6	6
7	7	7	7	7	7	.7	7
8	8	8	8	8	8	.8	8
9	9	9	9	9	9	.9	9
0	0	0	0	0	0	.0	0
11	Tx	¢	\$			¢	Tx
12		\$	/	\$	\$	\$	Ea

Model 8.22

Fig. 48

1	1	1	1	1	1	.1	1
2	2	2	2	2	2	.2	2
3	3	3	3	3	3	.3	3
4	4	4	4	4	4	.4	4
5	5	5	5	5	5	.5	5
6	6	6	6	6	6	.6	6
7	7	7	7	7	7	.7	7
8	8	8	8	8	8	.8	8
9	9	9	9	9	9	.9	9
10	0	0	10	0	0	.0	0
11	Tx	¢	\$			¢	Tx
12		\$	/	\$	\$	\$	Ea

Model 8.26

Fig. 49

1	1	1	1	1	1	1	1	.1	1
2	2	2	2	2	2	2	2	.2	2
3	3	3	3	3	3	3	3	.3	3
4	4	4	4	4	4	4	4	.4	4
5	5	5	5	5	5	5	5	.5	5
6	6	6	6	6	6	6	6	.6	6
7	7	7	7	7	7	7	7	.7	7
8	8	8	8	8	8	8	8	.8	8
9	9	9	9	9	9	9	9	.9	9
10	0	0	0	0	0	0	0	.0	0
11	\$	.	¢	¢	\$			¢	Tx
12		\$	\$	¢	\$	¢	\$	\$	Ea

Model 10.26

Fig. 50

METO Two-line labelers

Top							Bottom						
1	1	1	1	1	1	1	1	1	1	.1	1		
2	2	2	2	2	2	2	2	2	2	.2	2		
3	3	3	3	3	3	3	3	3	3	.3	3		
4	4	4	4	4	4	4	4	4	4	.4	4		
5	5	5	5	5	5	5	5	5	5	.5	5		
6	6	6	6	6	6	6	6	6	6	.6	6		
7	7	7	7	7	7	7	7	7	7	.7	7		
8	8	8	8	8	8	8	8	8	8	.8	8		
9	9	9	9	9	9	9	9	9	9	.9	9		
0	0	0	0	0	0	0	0	0	0	.0	0		
10	\$	\$	\$	\$	\$	\$	11	FOR	FOR	\$	Tx		
11	FOR	FOR	FOR	FOR	EA	EA	12	\$	\$	\$	\$		
12	/	/	/	/	/	+Tx	\$	\$	\$	+	EA		
\$	-	.	.	.	-	X	Txx	-	-	-	+Tx		

Model 13.22

Fig. 51

Top										Bottom				
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	/	.	.	/	.	.	/	.	.	+	.	.	Tx	
12	\$	FOR	FOR	¢	¢	FOR	\$	/	/	¢	EA	¢		

Model 18.32

Fig. 52

Top							Bottom						
1	1	1	1	1	1	1	1	1	1	1	1	1	
2	2	2	2	2	2	2	2	2	2	2	2	2	
3	3	3	3	3	3	3	3	3	3	3	3	3	
4	4	4	4	4	4	4	4	4	4	4	4	4	
5	5	5	5	5	5	5	5	5	5	5	5	5	
6	6	6	6	6	6	6	6	6	6	6	6	6	
7	7	7	7	7	7	7	7	7	7	7	7	7	
8	8	8	8	8	8	8	8	8	8	8	8	8	
9	9	9	9	9	9	9	9	9	9	9	9	9	
0	0	0	0	0	0	0	0	0	0	0	0	0	
10	\$	\$	\$	¢	¢	¢	¢	\$	\$	\$	¢	¢	
11	FOR	FOR	FOR	FOR	EA	EA	EA	FOR	FOR	FOR	EA	EA	
12	/	/	/	/	/	X _{+Tx}	EA	/	/	/	/	REF+Tx EA	
\$	-	-	-	-	-	X	+Tx	-	-	-	-	REF	

Model 15.22

Fig. 53

Top									Bottom								
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	
9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
10	\$	\$	FOR	\$	\$	\$	\$	\$	\$	FOR	\$	EA	\$	\$	\$	\$	
11	FOR	FOR	\$	FOR	\$	FOR	\$	EA	EA	\$	FOR	FOR	FOR	FOR	EA	EA	
12	/	/	+Tx	/	/	/	/	/	/	FOR	\$	\$	\$	\$	EA	EA	
\$	.	.	+Tx	.	.	.	.	.	.	\$	/	/	/	/	REP	REP	

Model 20.26

Fig. 54

Available models and features of METO/Primark hand-held labelers¹ are shown in Tables 3 and 4.

Type	Model	No. of Characters	Size of Labels
One-line labelers	METO 5.16	Up to 5 characters	16mm x 10mm
	METO 6.22	Up to 6 characters	22mm x 12mm
	METO 6.22A	Up to 5 characters	22mm x 12mm
	METO 8.22*	Up to 8 characters	22mm x 12mm
	METO 8.26**	8 bold characters	26mm x 12mm
	METO 10.26	10 bold characters	26mm x 12mm
	METO 5S.26	5 bold characters	26mm x 12mm
	METO 5S26G	5 large bold characters	26mm x 16mm
	Monarch 1170	Up to 24 characters	.75" x 1.22"
*Also sold as Primark PA-8.22			
**Also sold as Primark PA-8.26			
Two-line labelers	METO 13.22	8/5 characters***	22mm x 16mm
	METO 15.22	8/7 characters	22mm x 16mm
	METO 20.26	10/10 characters	26mm x 12mm
	METO 18.29	10/7 bold characters	29mm x 28mm
	METO 18.32	12/6 characters	32mm x 18mm
***Up to 8 characters on the top line, and up to 5 characters on the bottom line			
Three-line labelers:	METO 33.29	11/11/11 characters	29mm x 28mm

Table 3. METO Hand-Held Labelers

Type	Model	No. of Characters	Size of Labels
One-line labelers	P-12	6 numeric characters	19mm x 9mm
	P-14	6 and 8 characters	19mm x 12mm
	PA-8.22	8 numeric characters	22mm x 12mm
	PA-10.26	9 numeric characters	26mm x 12mm
Two-line labelers	Pan 20	10 characters	25mm x 16mm
	Primark PS-18	18 characters	25mm x 16mm

Table 4. Primark Hand-Held Labelers

Garvey Labels

This gun was found to bear the name Garvey or Contact. Samples from three users of this pricing gun were found at the retail level.

Design of Garvey Breakaway Slits:

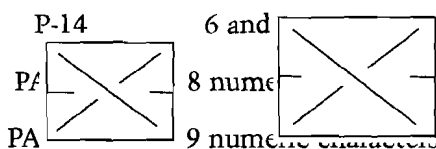


Fig. 55

Fig. 56

The feed mechanism on this gun consists of two teeth-like projections on a sprocket that "catches" on, and pulls the used backing strip through the pricing gun. Cuts on the back for the feed mechanism consists of two very short T-shaped cuts with the horizontal portion of the cut between the top and bottom of two consecutive labels. Evidence of the horizontal portion of the cut on the front of the label may be present depending on registration with the labels on the front of the waxy backing strip. When viewed at an angle with proper light, evidence of the short horizontal cut at the edges of the label may be present.

Design of Back Cuts on Garvey Labels:

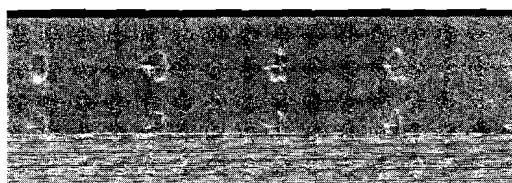


Fig. 57

Samples of Garvey type font:

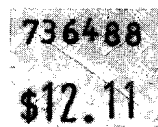


Fig. 58

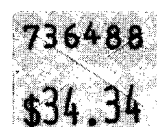


Fig. 59

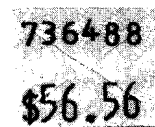


Fig. 60

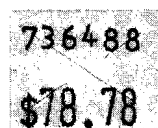


Fig. 61

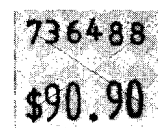


Fig. 62

Available models and features of Garvey labelers¹ are shown in Table 5. Garvey also makes specialty promotional labels for Garvey labeler models 25-4 and 25-5 which are 25mm x 16 mm with

4 and 5 bold characters, and a promotional label for Garvey model 37-6 which is 37mm x 19mm with 6 bold characters.

Type	Model	No. of Characters	Size of Labels
One-line labelers	Garvey 18-6	Up to 6 characters	18mm x 12mm
	Garvey 22-6	Up to 6 characters	22mm x 12mm
	Garvey 22-7	Up to 7 characters	22mm x 12mm
	Garvey 22-8	Up to 8 characters	22mm x 12mm
	Garvey 25-8	Up to 8 characters	25mm x 12mm
	Garvey 25-9	Up to 9 characters	25mm x 12mm
Two-line labelers	Garvey 22-66	Up to 6 characters	22mm x 16mm
	Garvey 22-77	Up to 7 characters	22mm x 16mm
	Garvey 22-88	Up to 8 characters	22mm x 16mm
	Garvey 25-88	Up to 8 characters	25mm x 16mm
	Garvey 25-99	Up to 9 characters	25mm x 16mm
	Garvey 37-1212	Up to 12 characters	37mm x 19mm

Table 5. Garvey Hand-Held Labelers

TOWA Labels

This gun is a very generic looking labeler and may have no exterior cover or name. It was found with the names of various distributors including Kenco Label Company, West Tape and Label Company, and Interstate Label Company. This pricing gun is also sold with the name Hallmark and Continental.

Besides the very generic appearance of the gun itself, one distinguishing feature consistent among these labels is the half circle cut-away at the top and bottom of the labels. A single tooth-like projection on a sprocket catches this cut-away and pulls the used label strip through the pricing

gun. TOWA labels also work with pricing guns marketed under the names Century Marketing and Speedy Mark¹.

Design of TOWA Breakaway Slits:



Fig. 63

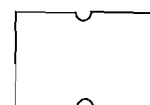


Fig. 64



Fig. 65

Cut Away for Feed Sprocket:

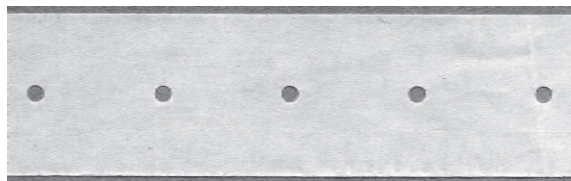


Fig. 66

Samples of TOWA type font:



Fig. 67



Fig. 68



Fig. 69



Fig. 70



Fig. 71

Available models and features of TOWA labelers¹ are shown in Table 6.

Model	No. of Characters	Size of Label
One line	Up to 6 characters	22mm x 11mm
Two line	Up to 6/6 characters	22mm x 18mm

Table 6. TOWA Hand-Held Labelers

Other one, two and three line price labelers are listed on the Web pages under the names Coronet, Medalist, Regal and Signet¹. Price labelers bearing these names were not found at retailers in the local market. Features of these labelers are shown in Table 7. The major manufacturers of price labels offer a variety of options. Options that can be specified include:

- A wide variety of colors for labels including white, yellow, fluorescent yellow, fluorescent green, fluorescent red and fluorescent orange.
- Standard preprinted labels are available with a block type. Reverse type, or a special logo or typestyle are available but at an additional charge.
- Stock labels with preprinted words, for example, Sale, Sale Price, Discount, Special, or others designed for the businesses such as the grocer, are also available.

Summary

The questioned fragment of a price label, and the catalyst for collecting information, samples and brochures from manufacturers and retailers of one-line price labels was a small piece of a price label that fell off a ladder. The label left a lightened area on the environmentally weathered ladder the size and shape of the label fragment suggesting that that small piece of the label was the only portion of the label that had been there for some time.

The label measured approximately $\frac{1}{3}$ " by $\frac{1}{2}$ ". There were two breakaway slits on the bottom approximately .24" and .24" from the left edge. There was also a slit on the left edge of the fragment approximately .2" from the bottom. Part of the dollar amount was remaining on the fragment, and there was a small amount of preprinting at the top torn edge of the label.

Photograph of Questioned Label:

$\approx \frac{1}{3}$ "



Fig. 72

$\approx \frac{1}{2}$ "

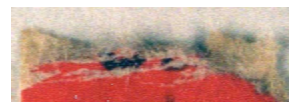


Fig. 73

Preprinted letters

Type	Model	No. of Characters	Size of Labels
One-line labeler	Signet	Up to 6 characters	20mm x 12mm
Two-line labelers	Coronet	10/10 characters	30mm x 18mm
	Regal	8/6 characters	20mm x 18mm
Three-line labeler	Medalist	10/10/8 characters	30mm x 18mm

Table 7. Other Hand-Held Labelers

The die cuts on the label fragment were consistent with a Monarch Label. The remaining portion of the dollar amount was consistent with a Monarch type font for the number "3." The pre-printed letters at the top torn edge in the first position could have been a: "C," "G," "J," "O," "S," or "U." Possible letters in the second position were "B," "D," "E" and "L." The small amount of ink in the third position could have included several possible letters.

The direction, position and spacing of the cuts from the back on the waxy strip are determined by the physical characteristics of the feed mechanism on the pricing gun. For example, the horizontal cuts on a roll of Monarch price labels are arranged and spaced to fit onto the wedge-shaped feed mechanism of the Monarch pricing gun. The round cut-aways on a roll of TOWA price labels are arranged and spaced to fit onto the sprocket on TOWA pricing guns.

The information contained in this paper does not purport to include all types of pricing labels that are currently in use, and dates of introduction is another subject of possible research. Two models of the Monarch pricing guns are available at Office Depot, and labels from the major manufacturers were easy to find at local retailers. Pricing guns and labels from smaller vendors were not located in this local retail market.

References

Bouffard, Ph.D, Philip D. (1980). "Characteristics of Retail Price Marking Devices," presented at the 38th Annual Meeting of the American society of Questioned Document Examiners.

Resources

1. www.barcode-stuff.com
2. Monarch Advertising Brochure
3. Esselte METO Advertising Brochure

Acknowledgements

This author wishes to acknowledge the assistance of several technical representatives with Monarch Corporation.