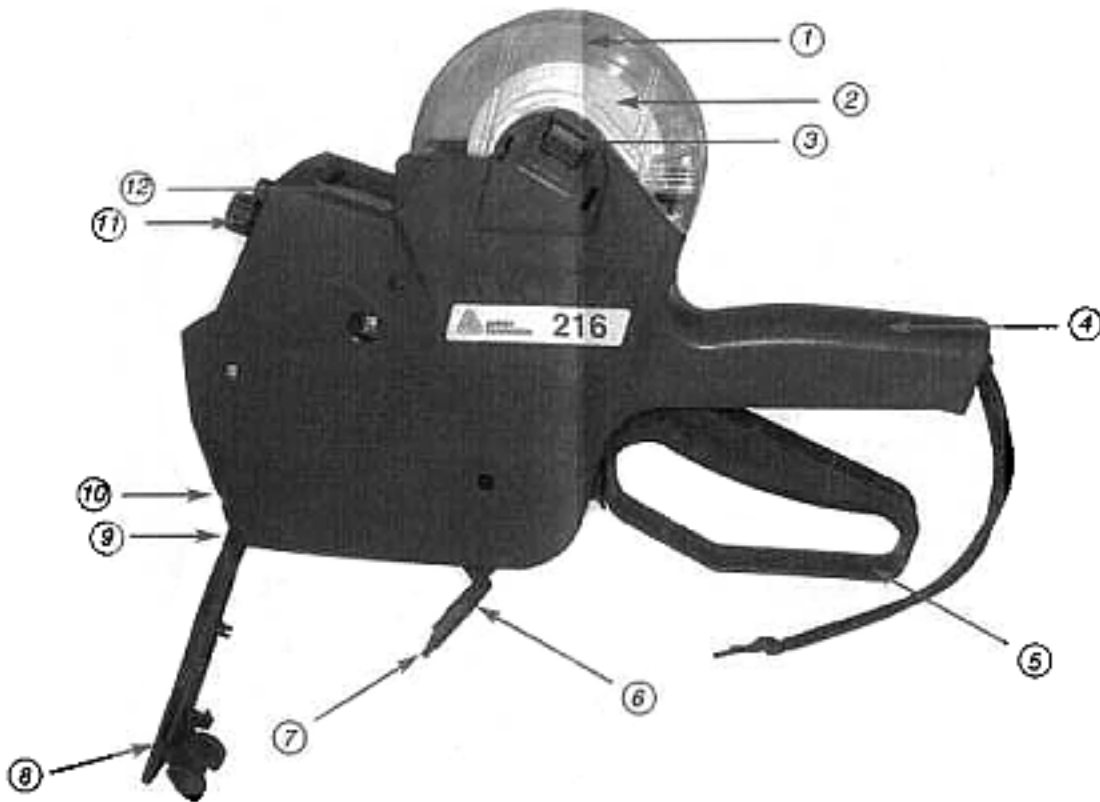


# American Retail Supply Assembly Instructions

Avery Dennison 216 (1407, 1408) and 210 (1605) Labelers



- 1) Roll Guard
- 2) Label Roll
- 3) Transport Roller
- 4) Handle
- 5) Operating Lever
- 6) Inner Platen Plate
- 7) Small Brass Roller
- 8) Bottom Cover Plate
- 9) Pressure Roller
- 10) Ink Roller
- 11) Control/Index Knobs
- 12) Print Head with Print Bands

## BENEFITS POINT FOR POINT

- easy handling
- light weight
- heavy duty chassis
- low maintenance
- easy loading label rolls
- 2 year warranty
- strip feeding



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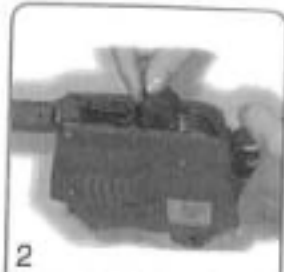
# American Retail Supply Assembly Instructions

Avery Dennison 216 (1407, 1408) and 210 (1605) Labelers



## 1) Opening the Labeler

- Remove/break the seal from the label roll. Open the cover and insert the roll and unwind in the direction of the handle (see picture 1).
- Turn the labeler so that you can see the bottom and open the cover plate with the letters <<LIFT TO OPEN>>
- Also open the inner platen plate (see picture 2)

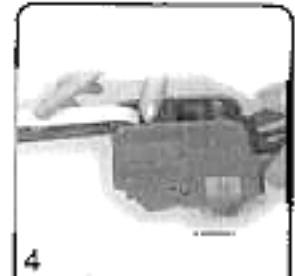


## 3) Closing the Labeler

- Press the inner platen plate with your finger and press the operating lever several times until you can see seven hole-cuts in the label strip (see picture 5).
- Take the label strip and fold to the rear of the tool so that it is tight to the feed wheel.
- Close bottom cover plate and press <<PUSH TO CLOSE>> until it clicks (see picture 6)
- To strip feed put the label strip in the slot between bottom cover and pressure roller, then follow steps 1 & 3 above.

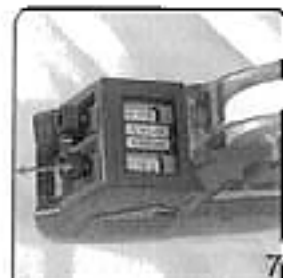
## 2) Inserting the Labels

- Turn the labeler and push the label strip along the feeder through the body (see picture 3)
- Please take care that the label strip is not curled or bent so it passes easily through the body.
- Turn the labeler again and take the label strip as shown (see picture 4). Close the inner platen plate now. The label strip should cover the pressure roller.



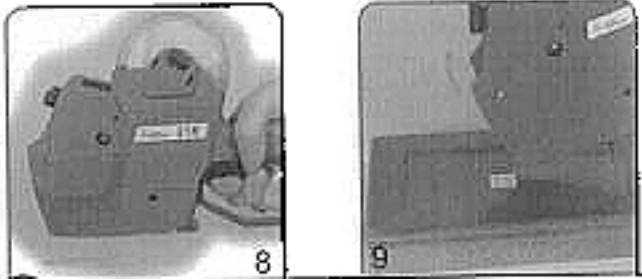
## 4) Setting the print

- For adjustment of letters and numbers please pull the control index knob until the little orange notch is above the position to be changed. Then turn the control index knob until the desired letter/number can be seen in the display (see picture 7).
- In order to protect the printbands please push back the control index knob to home position after adjustment.
- Please note - numeric bands will only rotate 180 degrees.



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## 5) Using the Labeler

- By pressing the operating lever, one label will be printed with the adjusted letters/numbers and dispensed to the pressure roller-edge at the bottom front (see picture 8). Now roll the label onto the goods (see picture 9).
- Use only sufficient pressure to print/dispense a label.
- Only press the operating lever once and apply the label after each print. By pressing the lever several times without dispensing on the goods the labels will stick to each other or get stuck in the labeler.



## 6) Changing the ink-roller

- Press the ink-roller and the ink-roller holder with thumb and forefinger and take it out of the body (see picture 10)
- Hold the ink-roller holder in your hand and push the ink-roll unit to the side.
- Replace the used ink-roller and push back onto the holder until both arrows are parallel (see picture 11)
- Press the ink-roller lever and the ink-roller holder as mentioned above and set it back into the body (see picture 12)
- Dispose of used ink-roller in a safe manner.



# American Retail Supply Assembly Instructions

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## 7) Troubleshooting

- No Print
  - Control Index Knob not in home position?
  - Ink Roller is dry?
- Labels not feeding
  - Label roll inserted the wrong way?
  - Bottom Cover Plate not clicked-in?
  - Wrong size label?
- Bad printing
  - Bands are filled with dirt?
  - Labels stuck on the bands?

## 8) Maintenance

From time to time the print bands should be cleaned with a tooth brush (only the print side of the bands). Residue of adhesive or labels along the label track can be removed with a mild solvent cleaner.

**WARNING!** Do not use corrosive or petroleum cleaners!

Do not refill the ink-rollers.



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