Operator's Handbook

FRESHMARX®
9415™
Labeling System

028028

FreshMarx®

First in Date Code Automation
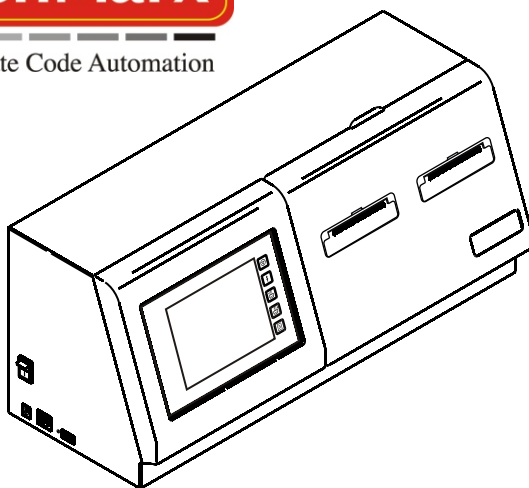
AVERY DENNISON

Each product and program carries a respective written warranty, the only warranty on which the customer can rely. Avery Dennison reserves the right to make changes in the product, the programs, and their availability at any time and without notice. Although Avery Dennison has made every effort to provide complete and accurate information in this manual, Avery Dennison shall not be liable for any omissions or inaccuracies. Any update will be incorporated in a later edition of this manual.

WARNING

This equipment has been tested and found to comply with the limits for a Class A digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference when the equipment is operated in a commercial environment. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instruction manual, may cause harmful interference to radio communications. Operation of this equipment in a residential area is likely to cause harmful interference in which case the user will be required to correct the interference at his own expense.

CANADIAN D.O.C. WARNING

This digital apparatus does not exceed the Class A limits for radio noise emissions from digital apparatus set out in the Radio Interference Regulations of the Canadian Department of Communications. Le présent appareil numérique n'émet pas de bruits radioélectriques dépassant les limites applicables aux appareils numériques de la classe A prescrites dans le Réglement sur le brouillage radioélectrique édicte par le ministère des Communications du Canada.

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Avery Dennison
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GETTING STARTED

Use the FreshMarx® 9415™ Labeling System for product freshness and to label inventory. This system is available as a single or dual printer.

Information in this document supercedes information in previous versions. Check our Web site for the latest documentation and release information.

Using This Manual

Following is a summary of the contents of this manual:

	Chapter	Contents
1	Getting Started	Unpacking and installing the printer and loading supplies.
2	Printing Labels	Selecting and printing freshness labels.
3	Care & Maintenance	Clearing supply jams and cleaning the printer.
4	Troubleshooting	Common problems and their solutions.
A	Label Formats	Format sizes and content fields.
B	Specifications	Printer and supply specifications.

Audience

The *Operator's Handbook* is for the person who prints and applies labels.

Unpacking the Printer

After you unpack the printer, you should have the following:

- ♦ 9415 printer
- ♦ power supply and cord
- ♦ 4 wall anchors
- ♦ wall mount template

Keep all packaging material in case you need to move or return the printer.

Caution: **Do not** touch the electrical connectors while setting up the printer. Static electricity can damage or destroy the electronic components.
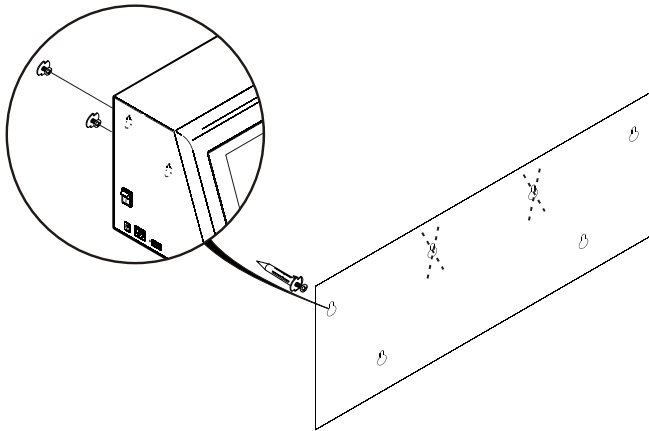
Installing the Printer

To install the printer on the wall:

1. Select a suitable location for the printer on a wall.

2. Tape the wall mount template to the wall in the selected location.

Caution: The template must be level or the printer will not install correctly.

3. Install the four wall anchors according to the four outside holes indicated on the template.


Mounting holes in back of printer

4. Remove the template.

5. Lower the supply door on the printer so you can see the mounting holes on the back of the printer.

6. Attach the printer to the wall anchors using the corresponding holes on the back of the printer.

7. Press down firmly on the printer to lock it in place.

8. Close the supply door.

Connecting the Printer's Power Supply

To connect the power supply to the printer:

1. Turn off the printer. Press the power switch on the side of the printer to the off (O) position.

2. Place the power supply in a suitable location, preferably on a table, near an electrical outlet.

3. Plug the three-hole end of the AC adapter cable into the three-pronged outlet in the printer's power supply.

4. Plug the L-shaped end of the power supply cable into the socket on the side of the printer.

Power socket

L-Shaped
Connector
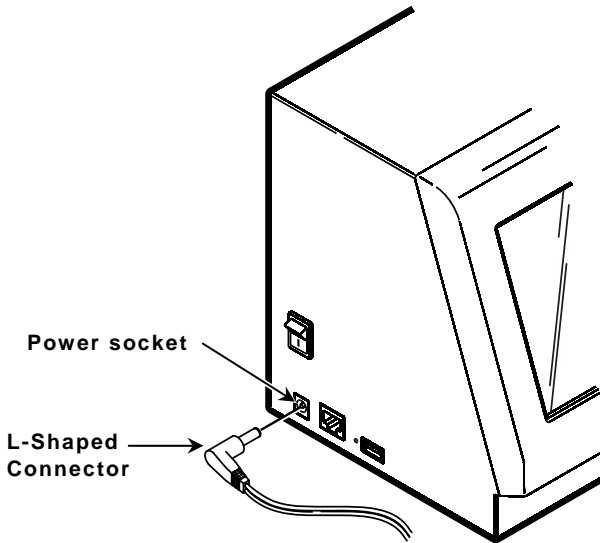
5. Plug the three-pronged end of the AC adapter cord into a grounded electrical outlet.

Warning: The printer and power supply should never be operated in a location where either one can get wet. Personal injury could result.

Loading Labels

1. **Dual printer:** Printer 1 is located on the left and Printer 2 is located on the right. Printer 1 is the default printer for all categories and formats.

2. **Single printer:** Printer 1 (located on the left) is the only available printer. There is no option to assign a format to a printer.

3. The first time you load the printer after receiving it you must remove and discard the thermal paper from the printer slots.

4. Turn on the printer. Press the power switch on the side of the printer to the on (I) position.

5. Press ↑ to remove the thermal paper from the printer, if necessary.

6. Remove and discard the tape from a new roll of labels.

7. Lower the supply door.

8. Slide a roll of labels onto the supply holder. If necessary, adjust the supply holder guide so it touches the roll.

9. Feed the labels, printing side up, into the supply slots in the supply door.

Note: Make sure no label adhesive is exposed when loading labels. This causes jams.

10. Make sure the supply clip is in the correct position to touch the edge of the supply. This clip guides the labels through the supply slot so they do not shift while printing.

Supply Holder Guide

Printer 2

Printer 1

Supply clip

Supply slot
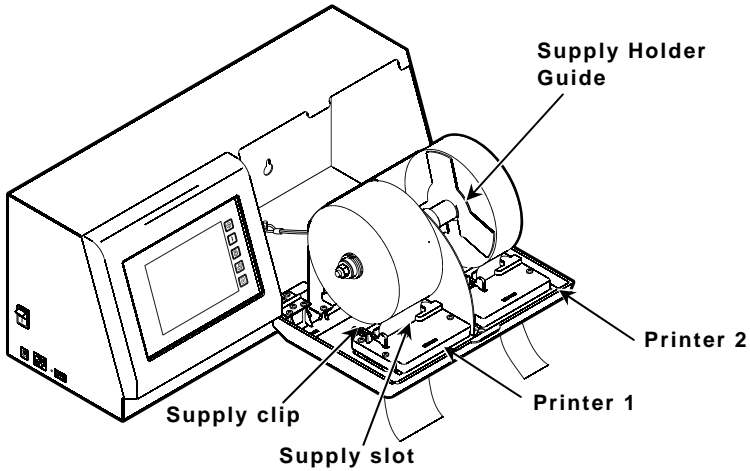
Dual printer shown

11. Close the supply door.
The printer calibrates the labels automatically.
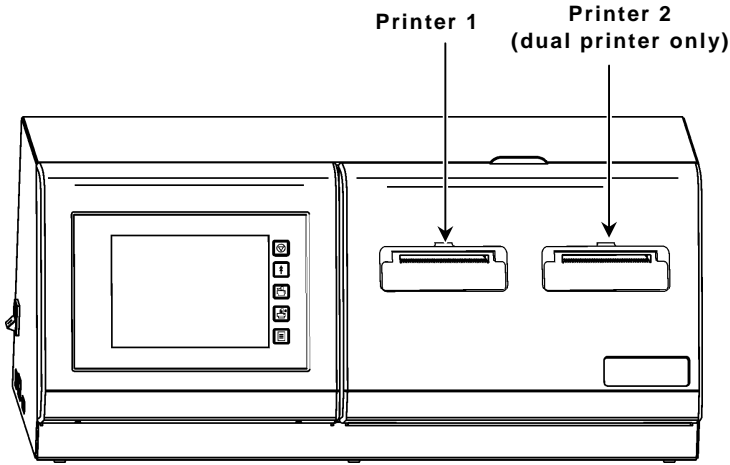
PRINTING LABELS

2

This chapter describes how to

- ♦ use the application
- ♦ calibrate the touch screen
- ♦ print freshness labels
- ♦ print Use First labels.

Note: You may have a custom application that differs slightly from the examples in this manual. The screens and labels shown are for reference only.

About the Printer

The printer has a touch screen, five control buttons, and, depending on your model, one or two printers.

Printer 1   **Printer 2 (dual printer only)**

The five control buttons are located on the right side of the touch screen.

Button	Action
⊖	Stops/cancels the current print job.
↑	Advances supply for the selected printer.
🖶1 or 🖶2	Selects which printer feeds the supply. Printer 1 is located on the left side. Printer 2 is located on the right side. **Note:** In the single printer version, these buttons do not function.
☰	Enters the printer configuration menu.

Calibrating the Touch Screen

Calibrate the touch screen so the buttons respond correctly when pressed. Do this the first time you turn the printer on after receiving it and whenever the screen does not correctly respond to your touch.

1. Press the upper right-hand corner of the screen as you turn on the printer.

   The Touch Screen Calibration screen appears.

2. Follow the instructions to calibrate the touch screen.

```
          TOUCH SCREEN CALIBRATION
          Please press center of cross
```

The application runs automatically when you are finished.

Printing Freshness Labels

Use the application to label any product for freshness. All products are listed under their corresponding category. Select a new category by touching one of the color-coded home keys on the right side of the screen.

Note: All products in a category may not appear on the screen. Use the tabs at the top of the screen to view more products.

1. Turn on the printer.

2. Enter your Employee ID and press **Enter**. Your ID must be 2-10 alphanumeric characters and appears on the freshness labels. Then, you see the product menu.

Note: Depending on your application, the Employee ID login may not appear. This option is enabled by your Manager.

   The product buttons are blank if a product menu is not created or loaded. See your Manager for more information.

3. Press any product button.

Tabs

Sample Home Keys

Sample Product Buttons
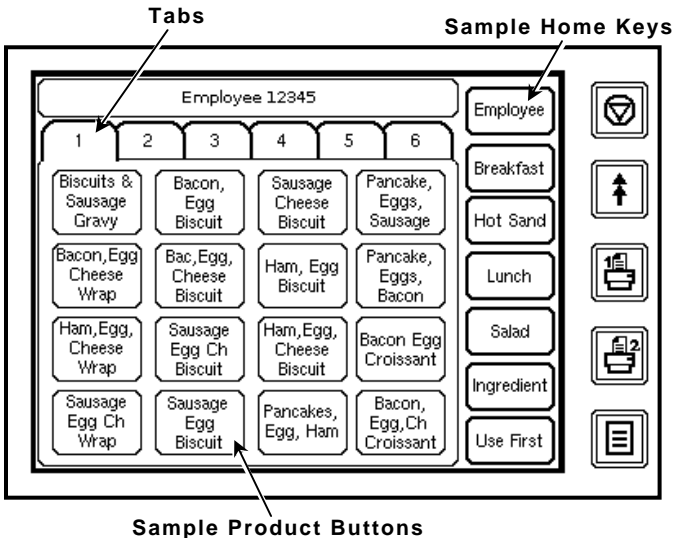
4. The expiration date and time appear in the upper-right corner. If they are not correct, notify your Manager. Refer to the *System Administrator's Guide* for more information.

5. Use the numeric buttons to enter the quantity of labels to print.

Press **Back** to backspace one character.

Press **Cancel** to return to the product screen without printing labels.

6. Press **Enter** to print labels in the quantity you entered.
OR
Press **Enter** without entering a quantity to print only one label.

Labels print for the selected product. You return to the product screen.

Note: If the printer is out of labels, a preview of the label appears on the screen and no label prints. Touch the screen to return to the product screen.

Reprinting a Label

You may need to reprint a freshness label if a label is torn or missing from a product.

Note: Depending on your application, you may have this option, which is enabled by your Manager.

1. Press the product button that needs to be relabeled.

2. Press the Use By button in the upper-right corner.
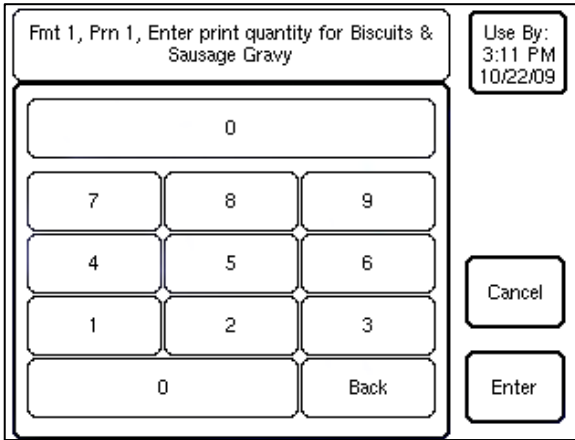
The Enter New Use By Value screen appears.
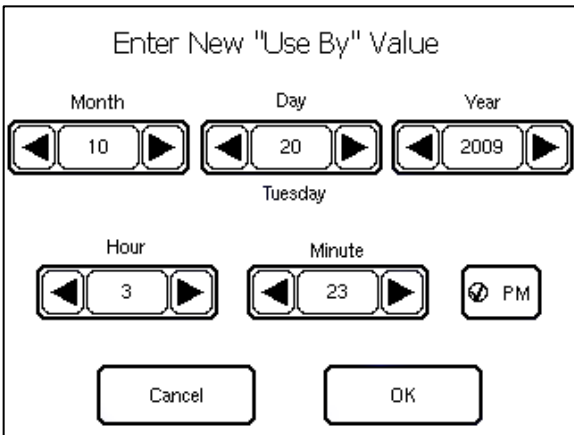
Note: If this option is not enabled, the Use By information does not appear as a button.

3. Enter the original Use By information:

Use the left and right arrow keys to set the month, day, year, hour and minute fields. The day of the week is automatically set based on the date.

Select the button for PM if necessary.

Note: Depending on your application, your screen may appear without the hour and minute fields.

4. Press OK.

5. Use the numeric buttons to enter the quantity of labels to print.

Press **Back** to backspace one character.

Press **Cancel** to return to the product screen without printing labels.

6. Press Enter to print labels in the quantity you entered.
OR
Press Enter without entering a quantity to print only one label.

Labels print for the selected product. You return to the product screen.

Note: If the printer is out of labels, a preview of the label appears on the screen and no label prints. Touch the screen to return to the product screen.

Printing Use First Labels

Apply a "Use First" label to any product on the shelf that needs to be used first. A Use First label can print on any label format. The current date and time is printed on a Use First label.

1. Press **Use First** on the right side of the screen. The Enter Print Quantity screen appears.

2. Enter the quantity of Use First labels you need to print and press **Enter**.
   OR Press **Enter** without entering a quantity to print only one label.

Labels with the words "Use First" print.

The Use First button can be customized to print words other than "Use First". Refer to the *System Administrator's Guide* for more information.

Note: If the printer is out of labels, a preview of the label appears on the screen and no label prints. Touch the screen to return to the product screen.

```
┌─────────────────┐
│                 │
│      USE        │
│                 │
│     FIRST       │
│                 │
│ 10/3/09  2:20 PM│
└─────────────────┘
```
Sample Label

Sleep Mode

After 10 minutes of inactivity, the touch screen backlight dims to conserve power. After 30 minutes of inactivity, the screen saver appears. After 50 minutes of inactivity, the screen goes blank.

To wake up the printer, gently touch the screen.

CARE & MAINTENANCE

3

This chapter tells you how to

♦ clear label jams
♦ clean the platen roller and printhead
♦ clean the printer.

Clearing Label Jams

To clear a jam:

1. Lower the supply door.

2. Remove any previously loaded labels.

3. Slide the roll of labels off the supply holder.

4. Remove the jammed labels.

Caution: **Do not** use sharp or pointed objects to remove labels. It may damage the printer.

5. Reload the labels. See "Loading Labels" in Chapter 1 for more information.

6. Close the supply door.

7. Press ↑ to calibrate the labels.

Cleaning the Platen Roller and Printhead

Clean the platen roller and printhead after every five rolls of labels or when you see voids in the print.

Baked Bean
Soup

PREP   12345
10/3/07   2:27 PM
MUST USE BY:
2:27 PM
10/6/07

Voids

Baked Bean
Soup

PREP   12345
10/3/07   2:27 PM
MUST USE BY:
2:27 PM
10/6/07
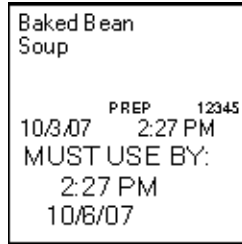
Correct Print

1. Remove any loaded labels.

2. Use a plastic knife to snap off the supply slot cover.

Supply Cover
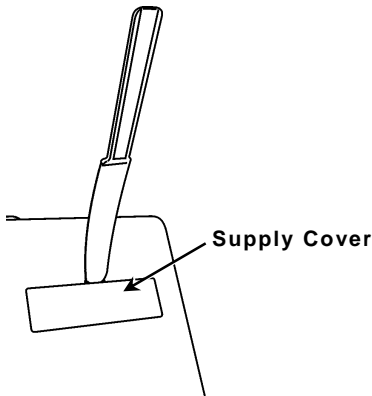
3. Use the plastic knife to press the L-shaped bar and the platen roller pops out.
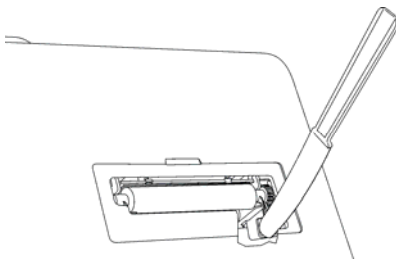
Note: Art is cut-away to show detail.

4. Clean the platen roller and printhead using a cotton swab moistened with isopropyl alcohol.
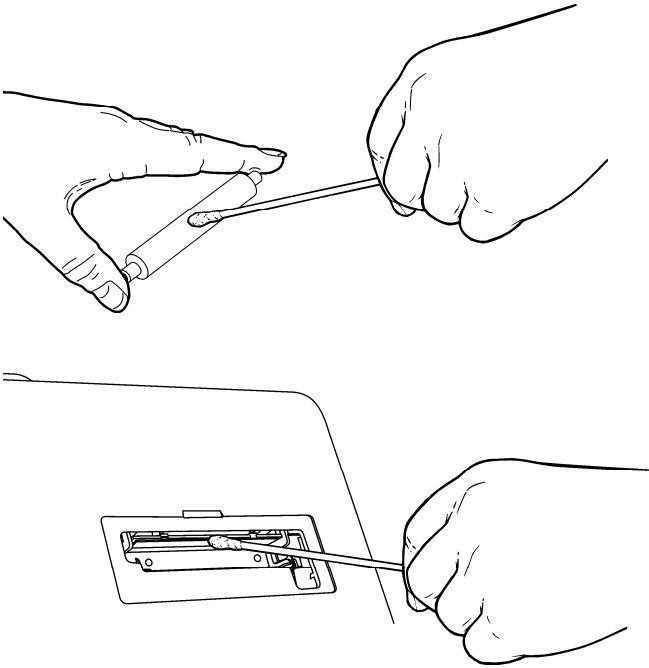
5. Allow time for the parts to dry.

6. Replace the platen roller.

7. Snap the cover into place.

8. Reload the labels. See "Loading Labels" in Chapter 1 for more information.

Cleaning the Touch Screen Display

Use a non-ammonia glass cleaner and a soft cloth to clean the touch screen display. If a stronger cleaner is needed, use a mixture of 50% isopropyl alcohol and water.

Caution: **Do not** use sharp objects or abrasive cleaners on the touch screen display; it can damage the screen.

Cleaning the Printer

Slightly dampen a cloth with water and wipe the printer's exterior surfaces clean. Use a dry, soft-bristled brush to clean paper dust out of the supply door's interior.

Caution: **Do not** use household cleaners to clean the printer.

TROUBLESHOOTING

4

This chapter lists some common problems and their solutions.

Problem	Action
Screen is off when the printer is turned on.	Check the power connections from the power supply to the printer and the wall outlet. See "Connecting the Printer's Power Supply" in Chapter 1 for more information.
The printer does not print.	Load the labels correctly and make sure they are the FreshMarx labels recommended for this application. See "Loading Labels" in Chapter 1 for more information.
	Labels may be jammed. See "Clearing Label Jams" in Chapter 3 for more information.
Printing stops OR the printer does not advance from one label to the next correctly.	Calibrate the supply. 1. Load labels. See "Loading Labels" in Chapter 1 for more information. 2. Press ⬆ to calibrate the labels.
	Clear a label jam. See "Clearing Label Jams" in Chapter 3 for more information.
	Place the supply clip in the correct position to rest against the edge of the labels. See "Loading Labels" in Chapter 1 for more information.

Problem	Action
Label exits partially out of the printer or skips a label.	A label may be caught in the printer. See "Clearing Label Jams" in Chapter 3 for more information.
	Make sure the labels are loaded correctly, the supply clip is in the correct location, and that they are the FreshMarx labels recommended for this application. See "Loading Labels" in Chapter 1 for more information.
Printing is faded or poor quality.	Make sure the labels are loaded correctly and that they are the FreshMarx labels recommended for this application. See "Loading Labels" in Chapter 1 for more information.
	Clean the printhead. See "Cleaning the Printhead" in Chapter 3 for more information.
An asterisk (*) prints after the time or date on a freshness label.	The label was reprinted using the original expiration time or date. Depending on your application, this option may not be available. It must be enabled by your Manager.
Printer performs no action or an incorrect action after pressing a key.	Calibrate the touch screen. See "Calibrating the Touch Screen" in Chapter 2 for more information.
Forgot Manager Password	Enter password **1234**. The Configure screen appears. Refer to the *System Administrator's Guide* for information on resetting the Manager Password.

Problem	Action
Paper Out error appears.	Load labels. See "Loading Labels" in Chapter 1 for more information.
Printhead Over Temperature error appears.	Turn off the printer and allow it to cool down before you resume printing.
Motor Over Temperature error appears.	Turn off the printer and allow it to cool down before you resume printing.

Technical Support

If these solutions do not work, call Service at the number listed on the back of this manual. Before calling Service, print a diagnostics label.

Printing a Diagnostics Label

The diagnostics label shows the printer's software and firmware versions and Ethernet information.

1. Press ▤.
2. Enter the Manager Password and press **Enter**. The default password is **1234**. The Configure screen appears.


```
                Configure          6:25:32 pm
                                   12/08/09

   Set              Assign           System
   Time/Date        Format           Settings

   USB Update       Service


                                     Return
```
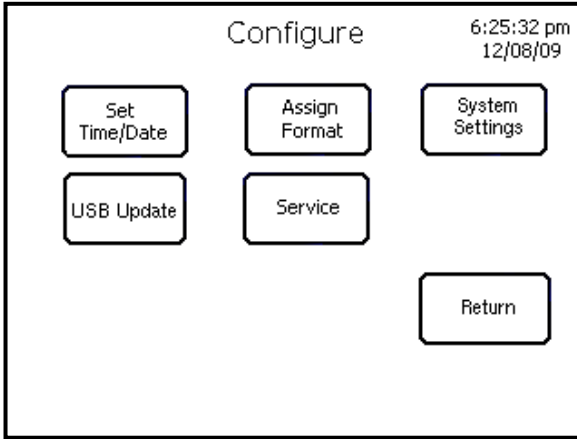
Note: This screen may appear differently on the single printer version.

3. Press **Service**.
4. Press **Print Diag Label**. A diagnostics label prints.


```
Control # QL009-0
Software # 127459
Software Ver 2.7.0.0.3
Firmware Ver 2.613
IP Addr 10.40.25.100
Subnet 255.255.255.0
Gatewy 10.40.110.254
MAC Add. 00:03:b6:00:00:01
Avery Dennison
Model 9415
```
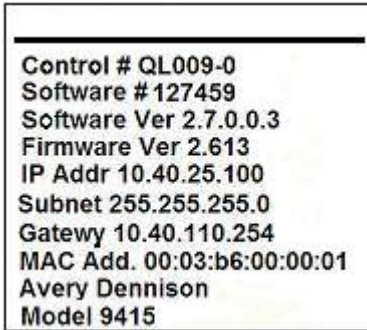
Sample Diag Label

5. Press **Return** until you see the product menu.

LABEL FORMATS

This appendix shows a sample of each label format.

Note: If an asterisk (*) prints after the date or time, the label was reprinted using the original expiration date or time. Depending on your application, this option may not be available. It must be enabled by your Manager.

Format 1

Prints 1.2" wide x 1.1" long labels.
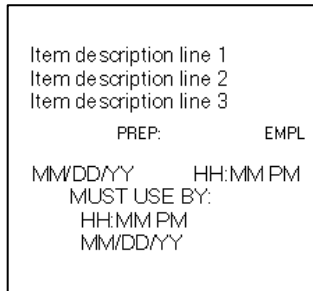
Enter the following information for each field:

Field	Description
Description 1	Prints up to 17 characters.
Description 2	Prints up to 17 characters.
Description 3	Prints up to 17 characters.
EMPL	Employee ID must be 2-10 characters.
Must Use By	Numbers only. Days 0-365, hours 0-23, minutes 0-59.

Format 2

Prints 2.2" wide x 1.1" long labels.

```
Item description 1
Item description 2
PREP:
MM/DD/YY              HH:MM PM

MUST USE BY:
HH:MM PM
MM/DD/YY                          EMPL
```

Enter the following information for each field:

Field	Description
Description 1	Prints up to 35 characters.
Description 2	Prints up to 35 characters.
EMPL	Employee ID must be 2-10 characters.
Must Use By	Numbers only. Days 0-365, hours 0-23, minutes 0-59.

Format 3

Prints 2.2" wide x 1.5" long labels.

```
ITEM 1 (PRODUCTO)   ITEM DESCRIPTION 1
ITEM 2 (PRODUCTO)   ITEM DESCRIPTION 2

PREP DATE                     PREP TIME
(FECUA)  MM/DD/YY             (HORA)  HH:MM PM

EXPIRE DATE                   EXPIRE TIME
(EXPIRAR FECUA) MM/DD/YY      (EXPIRAR HORA) HH:MM PM
                                                  EMPL
```

Enter the following information for each field:

Field	Description
Description 1	Prints up to 25 characters.
Description 2	Prints up to 25 characters.
EMPL	Employee ID must be 2-10 characters.
Expire Date/Time	Numbers only. Days 0-365, hours 0-23, minutes 0-59.

Format 4

Prints 2.2" wide x 2.0" long labels.

Note: A box prints around the color-coded block that corresponds to the day-of-week expiration date. Check the box next to "display box with lines" to print lines through the remaining color-coded blocks.
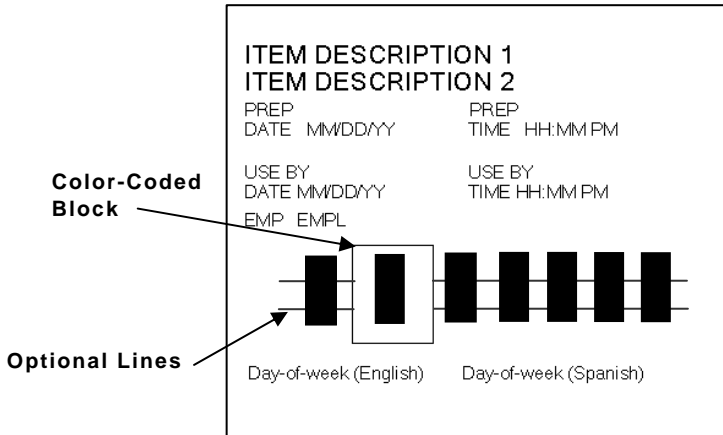
Enter the following information for each field:

Field	Description
Description 1	Prints up to 15 characters.
Description 2	Prints up to 15 characters
EMPL	Employee ID must be 2-10 characters.
Use By	Numbers only. Days 0-365, hours 0-23, minutes 0-59.
Blue	Use by Monday.
Yellow	Use by Tuesday.
Red	Use by Wednesday.
Brown	Use by Thursday.
Green	Use by Friday.
Gold	Use by Saturday.
Black	Use by Sunday.

Note: The employee ID number does not print if it was not entered.

Format 5

Prints 2.2" wide by 3.0" long labels.

```
DAY-OF-WEEK (English)
DAY-OF-WEEK (Spanish)


ITEM: ITEM DESCRIPTION


SHELF LIFE: SHELF LIFE


PREP:
MM/DD/YY                    HH:MM PM


USE BY:
MM/DD/YY                    HH:MM PM


EMPLOYEE: EMPL
```

Enter the following information for each field:

Field	Description
Description	Prints up to 16 characters.
Shelf Life	Prints up to 13 characters.
EMPL	Employee ID must be 2-10 characters.
Use By	Numbers only. Days 0-365, hours 0-23, minutes 0-59.

Format 6

Prints 2.2" wide x 4.0" long labels.

Enter the following information for each field:

Field	Description
Store Name	Prints up to 17 characters.
Description 1	Prints up to 23 characters.
Description 2	Prints up to 23 characters.
Description 3	Prints up to 23 characters.
Ingredients	Prints up to 875 characters. **Note:** Does not print semicolons or returns.
Use By	Prints in MM/DD/YY format.
Net Weight	Prints up to 8 characters.
Price	Prints up to 7 characters: numbers 0-9, period and dollar, cents, Euro, pound, and yen signs only.

Format 7

Prints 2.2" wide x 3.0" long labels.

Nutrition Facts
Serving Size
Serving Per Container

Amount Per Serving	
Calories	Calories from Fat
	% Daily Value *
Total Fat	%
Saturated Fat	%
Trans Fat	
Cholesterol	%
Sodium	%
Total Carbohydrate	%
Dietary Fiber	%
Sugars	
Protein	

Vitamin A %	*	Vitamin C	%
Calcium %	*	Iron	%

* Percent Daily Values are based on a 2,000
calorie diet. Your Daily Values may be higher
or lower depending on your calorie needs.

Enter the following information for each field:

Field	Description
Serving Size	Prints up to 25 characters.
Servings Per Container	Prints up to 10 characters.
Calories	Prints up to 6 characters: numbers 0-9 and period only.
Fat Calories	Prints up to 6 characters: numbers 0-9 and period only.
Total Fat (g & %)	Prints up to 6 characters: numbers 0-9 and period only.
Saturated Fat (g & %)	Prints up to 6 characters: numbers 0-9 and period only.
Trans Fat	Prints up to 6 characters: numbers 0-9 and period only.
Cholesterol (mg & %)	Prints up to 6 characters: numbers 0-9 and period only.

Field	Description
Sodium (mg & %)	Prints up to 6 characters: numbers 0-9 and period only.
Total Carbs (g & %)	Prints up to 6 characters: numbers 0-9 and period only.
Dietary Fiber (g & %)	Prints up to 6 characters: numbers 0-9 and period only.
Sugars (g)	Prints up to 6 characters: numbers 0-9 and period only.
Protein (g)	Prints up to 6 characters: numbers 0-9 and period only.
Vitamin A (%)	Prints up to 6 characters: numbers 0-9 and period only.
Vitamin C (%)	Prints up to 6 characters: numbers 0-9 and period only.
Iron (%)	Prints up to 6 characters: numbers 0-9 and period only.
Calcium (%)	Prints up to 6 characters: numbers 0-9 and period only.

Format 8

Prints 1.2" wide x 1.1" long labels.

ITEM DESCRIPTION 1
ITEM DESCRIPTION 2
ITEM DESCRIPTION 3

MM/DD/YY   PREP HH:MM:PM

     MUST USE BY:

MM/DD/YY   HH:MM:PM

Day-of-week (English)   Day-of-week (Spanish)

Note: A box prints around the color-coded block that corresponds to the day-of-week expiration date. Check the box next to "display box with lines" to print lines through the remaining color-coded blocks.

Enter the following information for each field:

Field	Description
Description 1	Prints up to 17 characters.
Description 2	Prints up to 17 characters.
Description 3	Prints up to 17 characters.
EMPL	Employee ID must be 2-10 characters.
Must Use By	Numbers only. Days 0-365, hours 0-23, minutes 0-59.
Blue	Use by Monday.
Yellow	Use by Tuesday.
Red	Use by Wednesday.
Brown	Use by Thursday.
Green	Use by Friday.
Gold	Use by Saturday.
Black	Use by Sunday.

SPECIFICATIONS

B

Printer Specifications

Height:	7.75" (197 mm)
Width:	17.75" (451 mm)
Depth:	7.0" (178 mm)
Weight w/ supply:	12.06 lbs (5.48 kg)
Shipping Weight:	14.5 lbs (6.58 kg)
Power:	100-240V AC, 47 to 63Hz input supplies 24V DC, 90W to printer
Operating Limits:	Operating Thermal Direct 32° to 122° F (0° to 50° C) Storage: -4° to 149° F (-20° to 65° C)
Relative Humidity:	0% - 90% non-condensing
Printhead:	203 dpi (8.0 dots per mm)
Printing Method:	Thermal Direct

Supply Specifications

Supply Type:	Labels
Supply Widths:	1.2" (30 mm) minimum 2.2" (56 mm) maximum
Supply Lengths:	1.1" (28 mm) minimum 4.0" (102 mm) maximum
Max. Print Area:	2.0" (51 mm)

028028

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