More versatility in a cost-effective desktop unit.

The AVERY DENNISON™ AP 3.4 Printer is a compact desktop thermal transfer printer that delivers outstanding value for applications that require low-cost, high-quality label printing with text, barcodes, and graphics. It brings the Avery Dennison tradition of reliability and durability to desktop applications, all in less than a square foot of space.

AVERY DENNISON™

Retail Information Services

Choose the desktop printer with enhanced capabilities.

Get more for your money.
The AVERY DENNISON™ AP 3.4 Printer offers a great combination of print speed, reliability, and serviceability usually found in more expensive printers. Yet, it still maintains its position as one of the most competitively priced printers in its class.

Quick and versatile enough to handle a range of requirements.
A 6-inch-per-second print speed, enhanced by a 32-bit processor and 1MB of memory, provides fast throughput for on-demand printing or batch printing with low- to medium-volume requirements. A flathead printhead provides 203 dpi resolution and a 4.25" print width on media up to 4.3" wide. The printer also handles stocks ranging from .0025" to .01" thick. That's 5% wider and up to 40% thicker than competitive units.

Adaptable to your operating conditions, too.
The AVERY DENNISON AP 3.4 Printer comes complete with 7 built-in fonts and popular barcode formats – including three 2-D barcodes.You can run this printer through parallel, serial, or optional NIC and Universal Serial Bus connections.

Built-in Eltron emulation makes this printer a convenient swap-in replacement or upgrade unit for less capable competitive units. No other printer in this class offers that combination of cost-saving convenience.

The AVERY DENNISON AP 3.4 Printer comes with a one-year hot-swap warranty for the printer and 6-month hot-swap warranty for the printhead. Extended service contracts provide better value and longer time of coverage for long-lasting performance.

Good value for a diversity of applications.
Many features make the AVERY DENNISON AP 3.4 Printer a unit that can venture beyond "desktop" or "countertop" applications in a retail environment. It is great for supplementary labeling of products, assets, and inventory at the store level. Capable enough to handle full-size shipping labels, corner-wrap labels, or thicker and more durable film stocks in low-volume warehousing/shipping applications. Nimble enough to generate appropriately formatted shipping labels in compliance labeling applications or incremental data such as serial numbers in product labeling applications. And fast enough to accommodate medium-volume batch runs for price labeling or carton labeling.

Part of a total solution.
Perhaps the best thing about the AVERY DENNISON AP 3.4 Printer is that it is part of a complete solution of printer hardware, label formatting software, labels, ribbons, service, and accessories available from Avery Dennison. That makes affordable desktop thermal printing worry free for the first time user as well as the experienced expert.

AP 3.4 Specifications

System Characteristics

Print method:	Direct thermal and thermal transfer
Printhead type:	Flat-head
Print speed:	2 inches per second to 6 inches per second (50mm to 152 mm/sec)
Print resolution:	203 dpi (8 dots/mm)
Print width:	4.25" (108mm)
Operator panel:	Three-key control panel with 3 LEDs

Media Characteristics

Label width:	0.6" to 4.33" (15 mm – 110 mm)
Label length:	Maximum 43" (1092mm)
Label thickness:	4 to 10 mils (0.0635 mm – 0.254 mm)
Media type:	Label or film. Punched, die cut, eyemark, or continuous.
Media sensing:	Center feed transport. Reflective sensor adjustable from center of web to edge of label.
Supply roll:	I.D. – 1", 3" (25, 76mm) O.D. – 6" (152mm)
Ribbon:	1" (25mm) notched ribbon core, 9480' (300m) length

Character/Fonts/Graphics/Barcodes

Resident fonts:	9 fonts including OCR-A and OCR-B, expandable up to 24 x 24. One scalable font.
Graphics formats:	.PCX, .GDI
Barcodes:	EAN 8/13 w. 2&5 digit add-on, UPC-A/E w. 2&5 digit add-on, Code 93, Interleaved 2/5, Code 39, Codabar, Code 128, UCC/EAN 128, Postnet, Plessey, HBIC, Telepen, FIM 2-Dimensional – PDF417, Data Matrix, MaxiCode
Print rotation:	0°, 90°, 180°, 270° for character fonts and graphics

Communications

Standard interface:	Serial RS-232, 600 to 38,400 baud Parallel (Centronics)
Options:	USB, Ethernet, Twinax/Coax

Electrical

Input voltage:	90 – 250 VAC, 50/60 Hz
Power consumption:	220 VA

Physical

Dimensions:	8.6" H x 9.1" W x 12.4"D (218 mm x 231 mm x 314 mm)
Weight:	9.3 lbs. (4.2 kg)
Operating temperature:	39°F to 100°F (4°C to 38°C)

Accessories

• Cutter	• Dispense	• Keyboard Display Unit

Trust Avery Dennison for complete product identification solutions.

As a twenty-year veteran in thermal transfer product identification printing, Avery Dennison is your ideal choice for the complete range of printing solutions needed to help you affix variable data on virtually any object. From versatile, durable high-speed printer, applicator, and print/apply hardware; to label formatting software; to consumables like ribbons, tags, labels; to a range of on-site and depot equipment maintenance and repair services; Avery Dennison provides the advantage of integrated printing solutions.

Printer Hardware and Accessories.

The new AVERY DENNISON™ 64-bit Printers accommodate a wide range of print requirements – including ticket lengths up to 39 inches long – at speeds up to 16 inches per second. A ribbon-saving feature helps reduce supplies costs, and print/apply equipment improves throughput in automated production environments. For added production speed and efficiency, Avery Dennison also offers unwind and rewind units, cutter/stacker units, and other accessories.

Applicators.

Avery Dennison offers a complete line of automatic labeling units for practically any combination of requirements. Each of these units is designed for durable performance and is manufactured with top-quality components to provide for long life in the most demanding applications.

Tags and Labels.

Our extensive background in pressure sensitive labels has been instrumental to our growth in barcode tagging and labeling for retail and commercial environments. Today's solutions include generic labels as well as custom printed and manufactured tags and labels in a variety of materials designed to suit specific applications.

Ribbons.

Our ribbons, available for AVERY DENNISON Printers as well as other OEM brands of printers, are all designed to provide exceptional quality imaging and smooth performance, regardless of the equipment on which they run. Available in a variety of configurations and sizes, they are manufactured to OEM printer specifications utilizing unsurpassed quality standards.

Tag and Label Printing Software.

AVERY DENNISON™ Windows-based Software makes it easy to format data from your electronic files and manage your printing process – for production runs of identical labels, uniquely formatted variable data, incremental numbering, and other uniquely formatted labels.

Installation, Maintenance, and Service.

Avery Dennison is your single source for printing solutions and post-sale maintenance and service. Choose from a variety of on-site or send-in services, complete with toll-free telephone technical support, to keep your system running at peak efficiency.

North America
2305 Soabar Drive
Greensboro, NC 27406
telephone 336.856.8235
facsimile 336.547.0031

Mexico
Avenida Aristoteles #123
Parque Industrial Kalos
Apodaca, Mexico 66600
telephone 52.8.386.4086
facsimile 52.8.386.4082

Central America
18 Avenida 40-23 Zona 12
Segundo Nivel
Ciudad de Guatemala, Guatemala
telephone 502.442.4130
facsimile 502.442.4131

South America
Rua Francisco Foga, 225
CP18-13280-000
Vinhedo, SP, Brasil
telephone 55.19.3876.7620
facsimile 55.19.3876.7668

Asia
No. 7 Chun Ying Street
Tseung Kwan O Industrial Estate
New Territories, Hong Kong
telephone 852.2372.3000
facsimile 852.2564.0289

Europe
Wooburn Industrial Park
Thomas Road
Wooburn Green
Bucks HP10 OPE, UK
telephone 44.1628.859500
facsimile 44.1628.859527

www.ris.averydennison.com
email: ris.mkt@averydennison.com

Your World. Our World.
Putting You In Control Of Your World

AVERY DENNISON™
Retail Information Services