



Avery Berkel

M200

retail system scale

- ◆ Tower and integrated dot matrix displays – superb interface with scale user and customer
- ◆ Fast print speed - enhances customer service
- ◆ Cassette printer for fast paper change and quick loading
- ◆ More memory power – standard data storage for around 3000 PLUs
- ◆ Flexible promotions – including vouchers, customer messages and more

Give a commanding
performance



 **PrimeUSA Scales**
"Best Scale at the Best Price"

... with  **M2** Technology

Give a commanding performance

Get more from your counter service

Avery Berkel's M series retail scales feature **M² Technology** to help you conduct your business more effectively and profitably. Specific features designed to enhance your store's performance are combined with easier to manage scale networks, proactive downtime prevention and even lower ownership costs.

M200 – retail scale with customer tower display

As well as an integrated operator display, the **M200** features a column-mounted customer display for maximum customer visibility. It offers both receipt and label printing capability plus 40 programmable keys that can be configured to your business needs for fast, efficient operation.

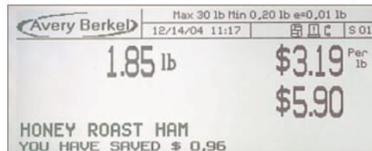
- ◆ **Unrivalled print speed**
With a market-leading print speed of up to 150 mm per second, the **M200** helps to reduce queues and enhance customer service.
- ◆ **Quick-loading paper**
The cassette printer accommodates paper rolls up to 120 mm in size and can be removed and reloaded in seconds.
- ◆ **Integral and tower displays**
Two full dot matrix graphics displays make the **M200** simple for operators to use and easy to read. The tower display is the perfect medium to communicate customer messages and promotions.



Tower display

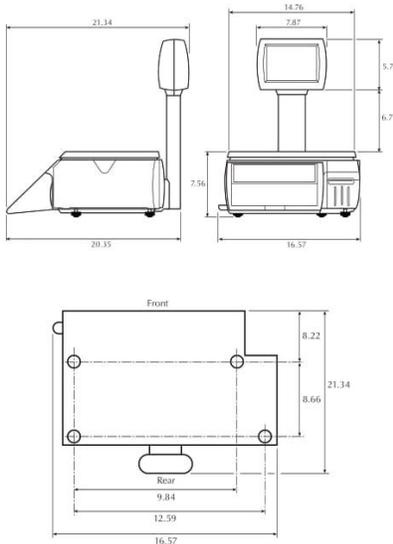
- ◆ **Traceability**
The **M200** is ready to operate with any legislative traceability system - for any type of product - anywhere in the world.

- ◆ **Powerful memory**
The **M200** has ample data storage capability for even the largest retail operation – including memory for approximately 3,000 PLUs as standard with an option for expansion for up to 10,000 PLUs.
- ◆ **E-mail alerts**
Save time and money by preventing problems before they happen – the scale can be programmed to alert store or system managers to issues such as printer running out of paper, faulty print-heads and scale network problems.
- ◆ **Voucher printing**
Maximize sales opportunities by printing vouchers and promotional offers alongside your labels and receipts.



Promotional offers clearly displayed

- ◆ **Asset management**
Each scale can report on its location and status – saving the time and cost of a site inspection where maintenance or system upgrades are required.



Specification

Weighing Capacities:

50 lb x 0.01 lb
30 lb x 0.005 lb
12 lb x 0.002 lb
30 kg x 5 g
12 kg x 2 g

Platter:

Stainless Steel platter.
Options for 12" scoop, 16" scoop and shallow fish pan.

Display:

320 x 128 dot matrix display with bright white LED backlight.

Keyboard:

65 key tactile keyboard with 40 programmable keys. Optional button style rubber keyboard overlay.

Cassette Printer:

Receipt and label operation as standard. Easy loading cassette operation. 120 mm diameter roll capacity. 60 mm paper width. 150 mm/s print speed.

Print Head Diagnostics:

Patented 'Code-Checker' technology improves first-time scan rate at the checkout and warns you when the print head needs replacing.

Data Memory:

1Mb standard (around 3000 PLUs @ 24 characters text).
2Mb, 4.5Mb and 8.5Mb options (up to 10,000 PLUs).

Interfaces:

2 x internal PCMCIA interfaces.
2 x RS232 interfaces (9 way 'D' Type connectors).
1 x Cash drawer interface (RJ12 connector)

Inter-scale Communications:

Ethernet 10/100 Base-T (RJ-45 connector).
TCP/IP communications protocol.
Optional additional RF communications (802.11b) via internal PCMCIA interface.

Host Communications:

Ethernet TCP/IP interface.
Direct Modem interface (RS232).

Power:

110VAC @ 1.85 Amps

Agency Approvals:

Legal for Trade
NTEP Class III scale
USA COC# 00-057