

# GM series

## retail weighing

made simple

- ◆ Perfect balance of functionality & economy
- ◆ Up to 1,400 PLUs and 20 operators
- ◆ Expandable to 5,000 PLUs
- ◆ LCD display (backlit model available)
- ◆ Powerful built-in printing capabilities
- ◆ Compatible with MX100 and MX050



**Avery Berkel**

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#### Overview

Avery Berkel's GM series is the perfect combination of functionality and price. All the everyday weighing functions the average store needs to keep its fresh food counters running efficiently have been condensed into this simple, cost-effective range of scales.

#### Choice and Style

Four designs, with a choice of integral or tower displays and keyboards to suit a wide variety of applications.

#### Powerful Memory

Standard capacity of up to 1,400 PLU's and 20 operators. Expandable to 5,000 PLU's.

#### Printing Flexibility

All models incorporate an integral printer with the flexibility to produce labels in twelve different formats. The sideloading printer accepts large 120mm (4 3/4") diameter rolls, which reduce the number of roll changes, hence downtime per scale. The printer accepts die cut or continuous strip labels (same as Avery Berkel M and MP type).

#### Simple Operation

With its plug 'n 'play set-up, on-screen user prompts and internal diagnostics, the GM series is simple to install, operate and maintain. That means more time to serve customers and boost profitability.

#### Systems Capability

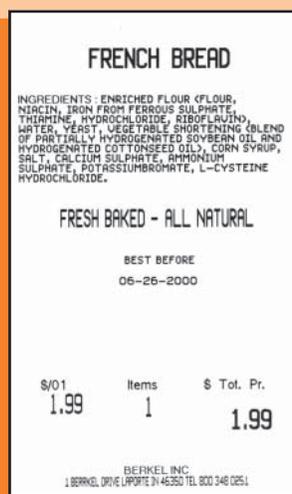
The GM series brings the latest technology and operational cost saving systems within the range of every store operator. ECR and promotional pricing are included as standard, while optional Ethernet communications creates a total store network. Using Avery Berkel's MX050, MX100 or other third party software packages, GM scales can be controlled from a PC, enabling back-office data communications.



#### GM 100

##### Compact Design

The GM 100 features an integral operator display and a 64 key membrane keyboard, including 40 programmable keys. The easy-access side loading printer prints both die cut and continuous strip labels up to 60 mm wide, and takes a 120mm-diameter paper roll to reduce the frequency of roll changes.

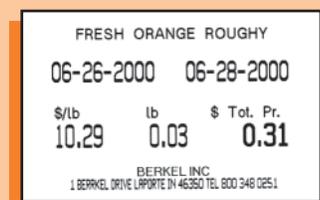
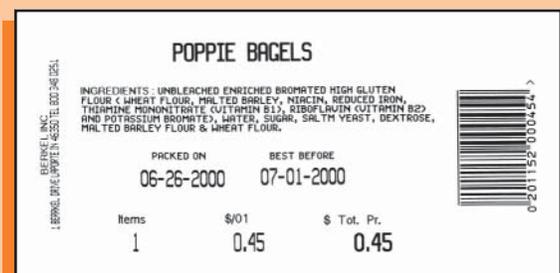


#### Faster, cheaper label printing

*During an average lifetime, a counter scale may consume up to six times its original value in pre-printed labels.*

*The GM series printer allows twice the standard number of labels on each roll, with no height increase, and also offers extra width. This enables portrait and landscape labels to be printed, while increasing the number of labels on a roll. Fewer roll changes significantly reduce downtime and increase levels of customer service and improve profitability.*

*The GM series has been developed to deliver outstanding print capability on thermal paper.*





### GM200

*Customer Tower Display*

The GM 200 has an integral operator display and keyboard, and a single-sided, column-mounted display for the customer. The display has a reflective LCD screen as standard and back-lit versions are also available for increased visibility in low light environments.



### GM 300

*Self-Service Scale with Large Customer Keyboard*

The GM 300 features an integral customer display and a column mounted tactile keyboard with 80 self-selection keys, in addition to the 40 integral keys on the base. It also incorporates a side loading printer to produce labels or receipts.



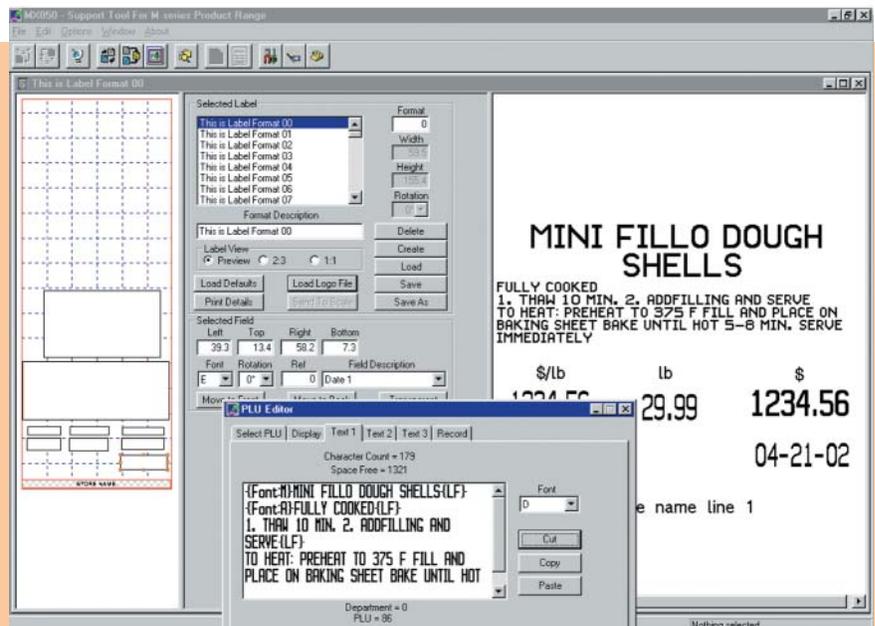
### GM 400

*Two-Piece Design with Head-Up Display*

The GM 400 has a column mounted operator display and keyboard to encourage operator interaction with the customer. The integral side loading printer is located in the base. 60 mm width label printer. Perfect for curved glass counters or seafood areas.

### Support Software

GM series scales can be controlled from the back office PC (with optional Ethernet connectivity) by the all-in-one support application MX050 Products, prices and label formats can all be created, edited, backed-up and restored, quickly and easily.



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## SPECIFICATIONS

- ◆ **Capacity**  
30 lb. x 0.01 lb  
15 kg x 5 g
- ◆ **Program Memory**  
4 Mb 'Flash' memory re-programmable via Ethernet network
- ◆ **Data Memory**  
Standard: 0.5 MB static RAM (battery backed)
- ◆ **Keyboard**  
All models have 64 key membrane keyboard, including 40 programmable keys. Model GM 300 has additional 80 key self-service keyboard
- ◆ **Display**  
Reflective LCD screen as standard. Optional back-lit version available
- ◆ **Printer**  
120 mm diameter roll  
60 mm width  
Side loading  
12 flexible label formats
- ◆ **Interfaces**  
9-way D-type RS232  
3-pin DIN cash drawer  
Inter Scale Communications  
Optional '10 Base-T' with RJ45 connector. TCP/IP communications protocol
- ◆ **Host Communications**  
Optional Ethernet TCP/IP interface, compatible with Avery Berkel MX050 and MX100 software packages
- ◆ **Power**  
110VAC @ 1.0 Amp
- ◆ **Options**  
Expansion up to 1.5 MB  
Fish tray  
Back light for display  
Ethernet communications
- ◆ **Legal for Trade**  
COC #03-009



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