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Precise and Fast Labelling with New DTM AP380e Label Applicator

Perfect semi-automatic labelling solution for round and cylindrical containers

**Wiesbaden, Germany** (29 February 2024) – Having a label applied accurately, precisely and wrinkle-free is important as it elevates the product presentation, a critical factor in driving sales. DTM Print, international OEM and solution provider for specialty printing systems, recommends semi-automatic labelling solutions like the AP-Series Label Applicators as they offer a consistent look across all packages and also help businesses to speed up their production. The **DTM AP380e Label Applicator** is the newest model of the AP-Series. This state-of-the-art applicator is designed to streamline the label application process on round or cylindrical containers, offering increased speeds and new features, making the labelling process faster and more efficient.

With approximately 30% increased speed than the AP360e and AP362e Label Applicators, it ensures labels are applied swiftly and accurately, providing a seamless finish on a wide variety of containers. The inclusion of a new label liner rewinder further optimises operations by keeping the waste liner material off of the floor and winding it into a roll for easy disposal.

**Key Features of the AP380e Label Applicator**

* **Precision Labelling:** The AP380e applies labels with impeccable precision, ensuring a professional appearance for every finished product.
* **Label Liner Rewinder:** The waste liner is rewound as the labels are applied to the container, allowing for less clutter during high-usage periods.
* **Increased Speeds:** The applicator’s enhanced speed capabilities result in a significant boost in labelling efficiency, allowing for more containers to be labelled per hour.
* **Reliable Performance:** For detecting the labels, the AP380e is equipped with a mechanical sensor flag which, unlike ultrasonic sensors, can process transparent labels without black marks. This purpose-built sensor flag has been installed in over 38,000 AP-Series applicators and is known for its longevity and reliability with various label types and thicknesses.
* **User-Friendly Operation:** The intuitive design of the AP380e makes it easy to operate, providing a hassle-free labelling experience. To enhance the user experience, a button was added on the top of the device that allows the user to start the labelling process. The applicator can also be operated with the familiar footswitch.

Lea König, Product Manager for Labelling Solutions at DTM Print, summarises the benefits: “The AP380e optimises the production process thanks to the built-in liner rewinder. At the same time, it significantly increases the production throughput. With the AP380e labels are applied flawlessly and reliably, giving the finished products a highly professional appearance.”

The AP380e is an ideal accessory to the label printing and applicator solutions offered by DTM Print, including the LX-Series of desktop colour label printers. It is also compatible with labels produced using various printing methods, such as flexographic, offset and thermal transfer.

**Pricing and Availability**

The AP380e Label Applicator is priced at € 1,795 (MSRP) and available from DTM Print or through authorised DTM Print partners in Europe, Middle East and Africa.

DTM Print offers customers a three-year warranty for AP380e units within the EU, UK and EFTA countries after registering the product on the company website ([register.dtm-print.eu](http://dtm-print.eu/en/form/register.html)). As an additional service DTM Print offers to modify the container rollers for specific custom containers.

Product information about AP380e and all other AP-Series models is available at [dtm-print.eu](https://dtm-print.eu/). Follow DTM Print on Facebook at [facebook.com/dtm.print.1986](https://facebook.com/dtm.print.1986) and on Twitter at [twitter.com/DTM\_Print\_](https://twitter.com/DTM_Print_).

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