

# Add a brilliant finishing touch to your product label with the new DTM FX510e Foil Imprinter

DTM Print, international OEM and solution provider for specialty printing systems launches the FX510e Foil Imprinter for finishing and highlighting product labels.

At Natural & Organic Products Europe 2019, DTM Print presents this new foil imprinting system at its stand Q22 as a highlight of its product portfolio of label printers and label applicators.

With the FX510e you can add brilliant shiny metallic or laminated highlights both to blank or already pre-printed labels, whether they have been produced by inkjet, laser, offset or flexo printing. Therefore the DTM FX510e Foil Imprinter is the perfect accessory to any desktop label printer. As the imprinting process is completely digital, virtually any design elements like borders, graphics, fonts and backgrounds can be printed. A fast and efficient one-colour personalisation for POS or POI applications is possible as well. The FX510e differs far more than in mere appearance from the previous model, the FX500e. Besides a new



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The new foil imprinter is available in two versions: Next to the standard model, the FX510e, there is the FX510ec featuring a built-on guillotine cutter which allows to horizontally cut die-cut, reflective and continuous label stock. Fast print speeds and a low purchasing price of €499 (MSRP) for the FX510e respectively of €629 (MSRP) for the FX510ec allow users to quickly and cost-efficiently produce labels on-demand in the amount that is actually needed.

The FX510e is easy to set-up and operate. Besides the passive label unwinder the printer driver for Windows 7/10 is included along with the design software NiceLabel® Free 2019 DTM Edition (for Windows) and four colour ribbon starter rolls (gold, silver, red and blue metallic). Not only the included NiceLabel software can be used to design and print the labels but any Windows compatible program.

For all units within the EU (including EFTA countries) DTM Print offers 24 months warranty. Customers receive this extended warranty after product registration on the company website (register.dtm-print.eu) within the first 6 months of purchase.

chassis the printer contains an internal multifunctional roll holder allowing the use of rolls with a core of up to 3". An external passive label unwinder mounted on roller bearings is included as well. It supports label rolls with a maximum size of 114 mm (4.5"), a core of up to 76 mm (3") and an outer diameter of up to 254 mm (10"). This label unwinder can be perfectly used with other inkjet printing systems. The free-

swinging label roll adapter allows the roll to unwind without tension.

Market researches have revealed that products containing shiny highlights at their labels become an eye-catcher and let them stand out even more in retail shelves. The label itself appears precious and emphasizes the quality and value of



each product. Especially metallic highlights convey a message of luxury and elegance and are perfectly suitable for fine wines, delicacies and cosmetics. Not only metallic foils in gold, silver, blue and red are available for the FX510e, but also various spot colours and clear foil. With the clear laminating foil partial glossy add-ons, comparable with an UV coating, can be applied to the product labels, e.g. for logo design or graphical areas.



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