



From flower to jar: Beekeeping in harmony with bees and nature

Maries Bihantverk AB is a small-scale beekeeping, located in Malmö at the southern part of Sweden.

Marie Backmann, the woman behind everything, is a passionate professional beekeeper with a positive attitude that loves nature, bees and the fact of crafting something plus passing it along to others. With Primera's LX500e she found a label printer that makes her honey labels stand out at retail.

Maries Bihantverk AB is known for its beehives all over Malmö and the carefully handled honey with well-preserved ingredients, bottled without any heating.

Marie was working as Graphic Designer for many years but decided to leave the life at her desk and computer behind to add some more crafting and manual work to her daily working life. She started the education as a beekeeper and successfully graduated with a journeyman's certificate in 2017. True to her motto "beekeeping in harmony with bees and nature" she dedicated her life to the bees.

"You're more an ambassador of the bees instead of 'just a beekeeper,'" emphasizes Lea König, Product

Manager at DTM Print, an international OEM and solution provider based in Germany. Marie Backman adds proudly: "Yes, that's what I am: an ambassador of the bees. Beekeeping is astonishingly important as bees do an outstanding pollination work no species could do better plus they collect nectar for incredibly good fresh honey. It's important to show all the biodiversity we have in Malmö and that nature is a major part of society."

When it came to labelling she was searching for an easy to handle label printing solution that works with ecological looking labels, with a small footprint to fit in her office shelf and has a driver for Mac OS X.

Marie became familiar with the label printers of the US manufacturer Primera Technology, Inc. at the tradeshow "Natural Products Scandinavia" in 2017 when she visited the stand of DTM Print (formerly Primera Technology Europe). At the show she saw the LX500e and learnt more about the advantages of the printer. She was convinced that the easy-to-use tri-colour

cartridge with built-in print head would simplify her workflow of printing her well-designed labels. Previously she used her desktop office printer with A4 label sheets, with the disadvantage of positioning the labels properly and throwing away unused A4 sheets where only a few labels were left.

She was delighted about the possibility of printing on-demand personalised, seasonal and promotional labels from one label to hundreds. "As a trained Graphic Designer I'm designing the label artwork on my own. It's great to print just one label as a design proof without any lead times or wasted materials, just to see if it looks nice," says Marie smiling. "I'm recommending the LX500e to all my beekeeper students in school as it's perfect for small businesses and start-up with its low investment and no maintenance costs," she continues.

In May 2018 the time was right and Marie Backman decided to buy the LX500e for the honey labels of the upcoming season. That's when DTM Print, official distributor of Primera products in the EMEA region, and its Swedish partner, Absurd Ideas AB, came into play.

With Christian Almstedt in sales and Daniel Petterson as technical support (both from Absurd Ideas AB) she felt in very good hands. "She loved the label printer from the first minute and couldn't wait to start printing with it," tells Christian. Marie adds, "Lea did an excellent after sales support helping me to print with Adobe Illustrator on my MacBook and I'm pleased to continue working with her under their new company name."

With the huge variety of label materials provided by DTM Print it was not an easy choice for her to choose a substrate, but in the end she decided for the "DTM Vintage Paper Eco" to highlight the ecological and nature-loving part of her work and honey.

Lea König visited Marie Backmann in her office and reports, "It is always lovely to see how label printers cheer up the work routine of people. Speaking about market positioning of Maries Bihantverk's honey and her graphic design skills I believe it was essential to print unique textured labels on-demand, that highlight the honey on each product shelf."

Personalised label printing comes in place with the new project "Bifadder" (See more at <https://www.instagram.com/bifadder/>). It gives each of us the opportunity to be the father or mother of 1000 worker bees, follow the life in the hive and taste the honey of the first harvest from your "own" bee colony. The bee-fathers (and of course bee-mothers) will receive the first honey in 2019, each jar labelled with the individual name or number

of the bee-parent. The hives are managed by Marie and two other local beekeepers. They also receive their labels (and their design) from Marie and her LX500e label printer.

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