



Pralinhuset Elevates Chocolate Craftsmanship with the LX910e Color Label Printer

Pralinhuset AB is a family-owned company from Sweden that makes high-quality pralines and chocolates. The company focuses on creating not only delicious treats but also beautiful and luxurious packaging to match the quality of its products. Everything, from labels and tags to displays, is carefully designed to look elegant and premium.

While the company's main shop is located in the centre of Stockholm, the factory is near Tyresö Castle, outside the busy streets of Stockholm. At the factory, creativity and knowledge come together to make delicious chocolates in different styles and cocoa levels. Pralinhuset sells its products to people, retail shops, hotels, restaurants and businesses worldwide.

The company's chocolate bars come in over 130 unique flavour combinations, all handmade with natural ingredients. Pralinhuset also offers a wide variety of chocolate items, such as pralines, truffles, chocolate boxes, hot chocolate, lollipops, chocolate figures, freeze-dried fruits, caramels, liquorice balls, coffee beans and ingredients for making your own chocolate creations. There is something special for every occasion and every chocolate lover!

Pralinhuset wants everyone to enjoy delicious chocolate of the highest quality. Whether it's vegan, sugar-, dairy- or gluten-free, their chocolate is made for all kinds of preferences.

The company also ensures that their chocolate is good for the environment and for the workers who harvest the cocoa beans.

A New Solution: The LX910e Printer

In November 2017, Pralinhuset learned about the LX910e Color Label Printer at the Natural Products Scandinavia in Malmö. At the event, they were looking for a way to create luxury labels for their products. After testing the printer at the stand of DTM Print, international OEM and solution provider for specialty printing systems, they saw amazing results. The labels were high-quality with bright colours and sharp details that matched the company's high standards.

Because of this, Pralinhuset decided to buy their first LX910e printer in June 2018. This was an important step for the company. Now, they could make their labels themselves instead of depending on other suppliers. The printer helped them create professional and luxurious labels quickly, which fit perfectly with their brand.

For two years, the company used the LX910e printer to make beautiful labels that made their products look even better. The printer was easy to use and very reliable. It also allowed them to design custom labels for special products and seasonal packaging. In 2020, to meet their growing needs, they bought a second LX910e printer to make production faster and more efficient.

How They Use the Printers Now

Today, Pralinhuset uses both LX910e printers to make their product banderoles (wrapping bands), tags and displays. They use a special material called DTM Paper Tag Matte 180g/sqm, which gives the labels a smooth and premium look that matches their luxury brand.



In 2024, Pralinhuset had also explored the CX86e as a cost-efficient alternative to the LX910e. The CX86e is a versatile dry toner label printer designed for smaller businesses or those with more modest printing needs. It offers an affordable solution for printing colour labels, but with some limitations compared to higher-end models like the LX910e. However, after testing the CX86e, Pralinhuset found that it did not meet the superior printing quality they had come to expect from the LX910e. The vibrant colours, sharp details and overall premium finish that are characteristic of the LX910e's output were not matched by the CX86e. This reaffirmed Pralinhuset's decision to continue relying on the LX910e, as it consistently delivers the high-quality results that align with the company's commitment to excellence in both their products and packaging.

A Strong Partnership

Pralinhuset values quality. Their partnership with DTM Print has grown over time. By buying two LX910e printers, the company showed their trust in the technology and its benefits for their business.

Ahmad Al Hallaq, the owner and managing director of Pralinhuset Chokladtillverkning i Stockholm AB,

To see the video of the case study visit our YouTube channel: bit.ly/casestudy-pralinhuset-lx910e

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