



Cookies that magically appear with the help of Eddie

In no time iced cookies are magically transformed into beautiful themed cookies. Find out how Hokey Cokey Cookies creates these cookies with the help of Eddie Edible Ink Printer.

The history of Hokey Cokey Cookies began in Wales, mid-October 2019 when Joanna Thomas' son asked her for themed cookies as gifts for his birthday party guests. Always being creative, she accepted the challenge and made them by hand. They turned out to be a big hit, and she received requests to bake more for her family and friends.

During the next year, Joanna's business evolved and she opened an online shop for bespoke iced cookies where she not only sells themed cookies for birthdays, weddings,

Halloween, Valentine's Day or Christmas but also 'paint your own cookies' sets and more recently business logo 'corporate' cookies.



Joanna previously hand drew the images on the cookies, which is expensive in terms of time and materials. It takes so long to hand draw individual images on individual cookies and edible ink pens are not as reliable as expected, as the ink dries and the pen nibs break too frequently.

In May 2021 she read about the Eddie Edible Ink Printer from US manufacturer Primera Technology, Inc. in various American



and depending on the item faster too. For her production Joanna uses both: several trays in combination with the manual feed for different shaped cookies as well as the carousel plate for large repetitive orders.

DTM Print especially designs the trays for Eddie. As an international OEM and solution provider for printing systems DTM Print not only offers own printing solutions, but also works closely with well-known manufacturers like Primera Technology. The company then sells these products and services in the entire EMEA region including the UK through authorised resellers and distributors like Electronic Reading Systems (ERS). DTM Print also offers the service to produce trays according to customer specification.

Joanna explains, "My only real concern was whether my customer base would want 'printed' products. As I did a little more research, I worried about resolving any problems with the printer that may arise." She continues, "But Steve Gibbons from ERS was incredibly helpful and without his input I'm not sure if I would have purchased Eddie. We had a few phone calls and he reassured me that they had the training and understanding and that they could help me resolve any issues that may arise in terms of Eddie's performance." So in September 2021 she bought the direct-to-food printer from them.

cookie forums she is a member of. Here she learnt that unlike other available printers on the market Eddie prints directly and in full-colour with certified ink onto cookies, candy, white chocolate, biscuits, macarons, marshmallows, smarties-like sweets and much more. Print objects can be transported to the printer either manually or automatically with the help of a carousel plate.

Eddie has been designed for professional and semi-professional users, and keen hobbyists, who want to take their creativity to the next stage. Helping to increase production and profit margins, offering greater customisation and personalisation.

Depending on the feeding mode, different print widths and heights are possible. If used with the included carousel feeder Eddie can print on suitable food item with a maximum diameter of 89 mm and 20-25 mm height. The manual mode extends these parameters to a maximum of 120 x 120 mm and allows thicker items with a maximum height of 27 mm. By using the manual feed and one of the custom trays the production of multiple items in one run is easy, precise





to print her 'paint your own cookies' sets and samples of her new products. Eddie allowed her to accept last minute orders, because they are so quick and easy to print. In total she produces 1,500 cookies per month, and this is rapidly increasing, and Joanna is now considering a second Eddie printer in her business set-up.

She also uses Eddie to support a local charity that helps less fortunate children and families in the community. She provides cookie kits and 'paint your own' sets for them to have some one-to-one family time doing a craft or activity together.

According to Joanna the investment for the direct-to-food printer has already amortised. Joanna explains that for her *"speed and volume are the advantages of Eddie, enabling my business to expand in terms of customers and product range."*

"It's been incredible!" she summarises her overall experiences with Eddie.



Installation and setup were easily done with the help of Steve Gibbons (ERS) and Guy Boxall (DTM Print). Joanna not only thanks them for their time and knowledge but also for their unwavering support of her small business. *"It sounds incredibly 'cheesy' but they really have been on the journey of discovering Eddie with me!"*

For all customers buying Eddie via DTM Print or one of its authorised partners the company not only offers free lifetime support for the printer through local partners, but also three years warranty, DTM Print approved products and accessories as well as customised carefree all-in-one solutions.

Since she purchased Eddie Joanna's business has evolved quickly to the next level. At least once a day she uses Eddie not only to produce the 'logo cookies' for small local and large corporate companies in very large quantities but also

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