



Stickers produced with the LX610e Pro bring a smile to the face

Thanks to the great flexibility of the LX610e Pro Colour Label Printer in the production of stickers and labels, Mikael Andersson can give his shipments an individual touch with high recognition value.

In 2018 illustrator and graphic designer Mikael Andersson from Alvesta in Sweden founded the company MickeGFX to give a little dragon a platform to conquer the world. A few years ago Mikael created Drakis, a cute dragon baby, to spread some love with his illustrations.

Several colouring books with Drakis and his friends were created from the illustrations and over time greeting cards, fabric bags and stickers were added. All products are sold via the online shop drakstugan.se, which means "dragon's lair" in Swedish.

Stickers play an important role in customer retention and acquisition. Every package that leaves the "dragon's lair" is labelled with individual labels. It is important to Mikael that the labels on the outer packaging catch everyone's eye, creates recognition and arouse curiosity.

"When I send orders to customers they should directly see from the outside that this delivery is from me. I always put a sticker on it that says 'Don't forget to smile when you open this package.' I want my customers to think I am a good business who has put a lot of effort into the packaging," he explains his motivation.



So far, Mikael ordered the labels and stickers from different companies. However, this was too expensive in the long run, as the minimum order quantities were too high to be able to offer his customers the different designs and illustrations in small quantities.

But since his customers kept asking for the stickers, he set out to find a suitable solution. During his research, he also looked at the website of UniPrint AB, the retailer from whom he had already purchased his T-shirt printer in the past. There he saw an advertising banner promoting the new LX610e Pro Colour Label Printer. Curious, he contacted Daniel Pettersson at UniPrint.

At the same time he looked up information on the website of DTM Print, who is a German based international OEM and solution provider for label printing selling. DTM Print not only offers own printing solutions, but also works closely with well-known manufacturers like Primera Technology, Inc. The company then sells these products and services in the entire EMEA region. Mikael learned that UniPrint, the company he already knew, is an authorised distributor for the LX-series of colour label printers in Sweden.

Since an on-site visit was not possible at the time, Daniel explained Mikael the LX610e Pro in detail via video call. He showed him the printer's automatic built-in die-cutting function, a unique feature in the desktop printer market, which makes it possible to print and cut custom labels of any shape or size in one process without die costs and waste due to overproduction. Other features like easy switching between dye-based and pigmented ink, the photo-realistic resolution at good print speeds, the easy to use software PTCreato™ Pro and the affordable price were presented and discussed as well.

„The print and cut functionality of the LX610e Pro was the deal breaker. I was looking at several other printers, but didn't find a label printer in that price range that has this feature.“ So Mikael bought the printer from UniPrint at the end of August 2020 and uses it almost every day since then.

For the production of his stickers and labels three of the many certified die-cutting substrates with enhanced backing available for the LX610e Pro are used: DTM Paper High Gloss, DTM Paper Semi Gloss and DTM Poly White Matte Eco. Together with the two inks available he can exploit the full bandwidth in production. Dye-based ink prints bright and vibrant colours that are perfect for prime label applications. Pigment-based ink prints labels that are slightly less bright but withstand sunlight and water for years.





Asked about the benefits the LX610e Pro offers to him and his business, Mikael replies: "I can produce custom-made stickers with a few clicks. I can try new designs whenever I want, I don't have to order online and wait two weeks for them to arrive. And the best thing is that I can do only one sticker or label at a time if I want."

With the newfound flexibility in production, Mikael has also been able to win new customers. His stickers have become very popular. Especially the one, on which the little dragon Drakis wears a Corona protective mask and says „Keep your distance - spread the love“ is in great demand.

The businessman is very satisfied with UniPrint's service. If necessary, Daniel Pettersson supports him in word and deed. He has also had a very positive experience with the DTM Print support team, which Mikael contacted because of a defective cartridge.

"I would recommend DTM Print and the LX610e Pro to everyone," he summarises his experiences with the new printer and the solution provider for label printing systems.



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