



## Swiss know-how meets great flexibility

For the Swiss company Phyt-Inov the high quality of its cosmetic products and food supplements is an important trademark. Therefore, high demands are also placed on the production of labels for special series. With its flexibility in printing and cutting product labels the LX610e Pro Colour Label Printer has become an important assistant.

Phyt-Inov SA, which is based in Châtillon, Switzerland, distributes beauty and cosmetic products as well as food supplements. Founded in 2002 by Mr. Perreau, who has since passed away, the company sells its products under the brands Phyt-Inov, Flora d'Essarts and Monsieur d'Essarts not only in Switzerland but all over Europe. In an own laboratory the well-known French physician Dr. Jean-Pierre Willem develops all formulas for their natural and organic products of unparalleled effectiveness and purity.

Mr. Fabien Chételat, general manager, and his team take care of the marketing and sale of the products via various online shops. Previously, the company used very simple labels produced with a standard sheet-fed printer.

Due to low print resolution and quality this printer only produced very matte labels. As the company wanted to emphasise the quality of its products even more with durable and colourful labels, Mr. Chételat started looking for a new printing solution. The new printer had to produce high-quality labels and give the designers endless possibilities for implementing their label design ideas.





As he had also brought his containers and tins with him to the appointment, the different versions and processing options, like applying labels, could be compared and tested immediately.

*"The printer and the service from Eurebis convinced us so much that we bought the LX610e Pro straight away and took it with us,"* tells Mr. Chételat. At the end he went home with a full setup to start the in-house label production consisting of the LX610e Pro, an AP360e Label Applicator and a DTM FX510e Foil Imprinter for adding metallic highlights to pre-printed or blank labels. This was only possible because Eurebis, as an authorised DTM Print Gold Partner, has a constant stock of goods.

Since then the Phyt-Inov team produces special series in small quantities of 100 to 200 labels in different sizes and shapes every week. These series are especially designed for the Swiss market. They also print advertising stickers for promotions and sales activities as well as round labels with a 20 mm diameter for recently introduced product samples.

In terms of label materials the company uses and regularly reorders DTM Paper High Gloss and DTM Poly White Matte Advanced, two of the many certified die-cutting substrates with enhanced backing available for the LX610e Pro.



During his internet research Mr. Chételat became aware of the LX610e Pro Colour Label Printer. Especially the automatic label cutting option, which is a unique feature in the desktop printer market, made him curious. But other features like easy switching between dye-based and pigmented ink, the photo-realistic resolution at good print speeds and the affordable price have been of great interest, too.

He contacted DTM Print, an international OEM and solution provider for label printing systems based in Germany, to get more information about the new printer. 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 through authorised resellers and distributors, in Switzerland via Eurebis.

End of August 2020 Mr. Chételat visited Eurebis' newly equipped showroom to see if the printer meets the company's needs and requirements. In the run-up to his visit he had already been advised in detail by phone. During the on-site appointment he was shown the different printer models and various print samples were produced and materials tested.



Asked about the advantages of the printer the general manager answers: *"For me it is the flexibility. The LX610e Pro allows us to create new labels very quickly and easily."* The LX610e Pro is ideal to produce label runs in the actual required quantity, no matter if just one, 100 or 1000 labels. Large-scale printers using traditional printing methods like offset are used to produce large label runs. Though the actual printing costs are lower with offset, the initial investment of offset presses is way higher than the LX610e Pro. In addition, the LX610e Pro doesn't need minimum label quantities making it ideal for short runs such as Phyt-Inov produces for Switzerland.

The LX610e Pro comes with the label design software PTCreat<sup>™</sup> Pro. The unique auto-trace function will automatically find the edges of the artwork to print and cut out the label shape regardless of the complexity. PTCreat is a complex software, offering many functionalities, but the explanations provided in the manual and on the DTM Print website help to learn how to use it to its entirety.

*"I'm very satisfied with the LX610e Pro although I have not yet been able to use all its functionalities to the full extent. Its flexibility is unbeatable,"* summarises Mr. Chételat his experiences with the new helper in Phyt-Inov's label production.



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