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Eco-Friendly Labels for Natural & Organic Products

**Wiesbaden, Germany** (16 March 2022) — DTM Print, international OEM and solution provider for specialty printing systems, will present both the LX610e Pro Label Printer and its label materials including the “DTM Grass Paper Eco” at **Natural & Organic Products Europe** in London, 3-4 April 2022, to show visitors how easy it is to produce labels in-house. DTM Print is located at **stand # T43**.

Labels are a crucial part of any packaging. They have a strong impact on the purchasing process of consumers by drawing attention to a product, either because of a special shape, structure or material, a certain colouring, photo-realistic printing or special metallic highlights. In addition, labels contain plenty of information such as ingredients and allergens that can influence consumers to buy a product or look for an alternative.

There are so many different label materials and label printers available that manufacturers and producers can choose the right solution that fits their requirements and needs, especially when they want to move the label printing in-house. More and more companies take that step and decide to print their own labels. Reasons for that vary: not wanting to rely on external suppliers any longer, or avoiding to place higher volume orders than they actually need just to get a good price, or wanting to be sustainable and environmental-friendly and ordering more than you actually need, would contradict that. Producing labels in-house allows businesses to take advantage of printing on-demand with the right solution, including printing exactly what you need, which leads to less stock and less wastage.

DTM Print offers a range of different label printers. One of them is the LX610e Pro Color Label Printer with the unique feature to print and cut any label shape with just one device in seconds. It combines colour inkjet label printing with a built-in digital die-cutting mechanism. Compared to other similarly priced colour label printers, the LX610e Pro offers outstanding advantages:

* **Print Quality:** colour inkjet printing in high-resolution (4800 dpi) without horizontal banding – even on the fastest print speeds.
* **Interchangeable Dye or Pigment Inks:** with a blink of an eye the ink cartridge is swapped-out to print either with dye-based ink for brilliant, eye-popping colour or with pigment ink for maximum durability against water and UV light.
* **Super Low Maintenance with Single Ink SKU:** the printer utilises an ultra-high capacity single three-colour ink cartridge. Users will only need to replace and keep on-hand one item instead of multiple. In addition they get a brand new printhead each time they change the cartridge, simplifying maintenance and dramatically lowering on-going operating costs for cleaning and service.
* **Green Footprint:** eco-friendly and sustainable with very low energy consumption, ultra-low weight by using less material, non-toxic ink supplies as well as 100% recyclable components.

“To produce exceptional product labels for all kinds of applications you not only need advanced print technology as integrated in our colour label printers but also high-quality material,” explains Andreas Hoffmann, Managing Director of DTM Print. “We offer a large variety of approved label substrates under the brand ‘Genuine DTM Label Stock’.”

One material, which has been designed specifically for products where an authentic, natural and ecological look is desired, is the “DTM Grass Paper Eco”. The natural grass fibres of the label give the paper material its unique, natural look. It is suitable for high-resolution and high-speed dye based and pigmented inkjet printing. The adhesive is an acrylic dispersion, permanent, solvent free and can be in direct food contact according to EU regulation No 10/2011.

The LX610e Pro is priced at € 2,895 (MSRP). All DTM Print units within the EU (including the UK and EFTA countries) get up to 36 months warranty: 12 months provided with the purchase and the option of extra 24 months for free after registering the product on the company website ([register.dtm-print.eu](http://dtm-print.eu/en/form/register.html)) within the first 6 months of purchase.

For more product information visit [dtm-print.eu](https://dtm-print.eu/). Follow DTM Print on Facebook at <https://www.facebook.com/dtm.print.1986/> and on Twitter at <https://twitter.com/DTM_Print_>.

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