The FX510e Foil Imprinter from DTM Print
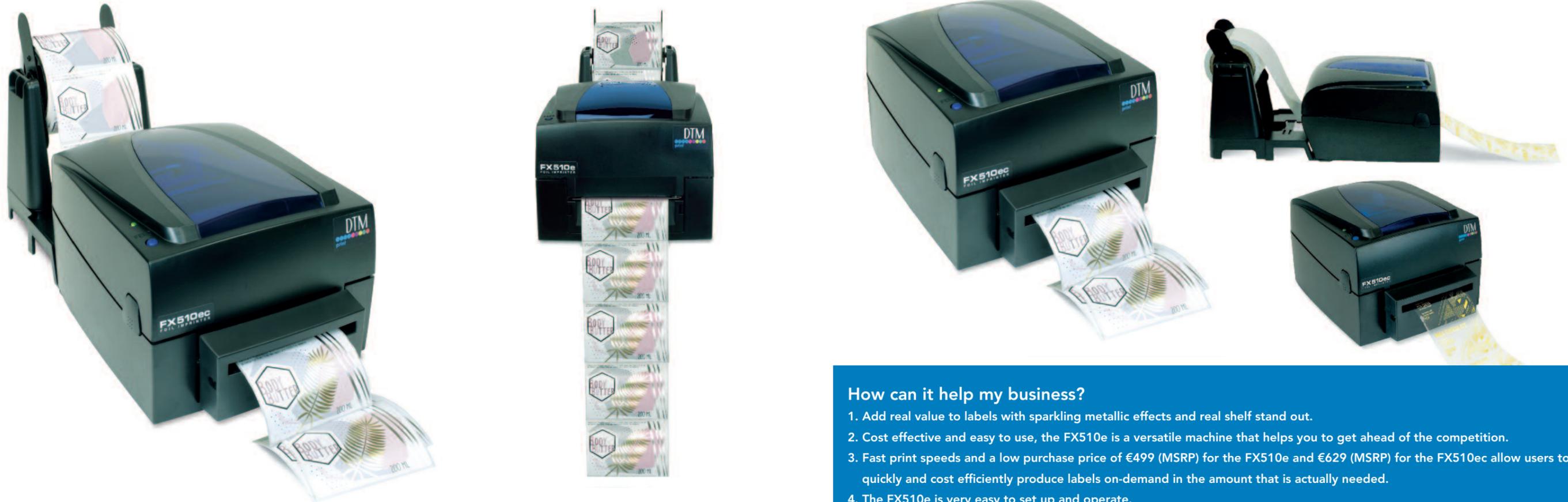
Adding value is high on the wish list of every packaging and print producer. Enhancing the value of products by adding a brilliant finishing touch is a good way to achieve stand out.

DTM Print has just announced the launch of the fantastic new FX510e Foil Imprinter for finishing and highlighting product labels – helping label producers to really add value.

With the FX510e you can add brilliant shiny metallic or laminated highlights both to blank or already pre-printed labels, quickly and simply, whether they have been produced by inkjet, laser, offset or flexo printing. Therefore, the DTM FX510e is the perfect accessory to any desktop label printer.

As the imprinting process is completely digital, virtually any design elements like borders, graphics, fonts and backgrounds can be printed. A fast and efficient one colour personalisation for point of sale or point of information applications is possible as well.

The FX510e differs far more than in mere appearance from the previous model, the FX500e. Besides a new chassis the printer contains an internal multifunctional roll holder allowing the use of rolls with a core of up to 3". An external label unwinder mounted on roller bearings is included as well. It supports label rolls with a maximum size of 114 mm (4.5"), a core of up to 76 mm (3") and an outer diameter of up to 254 mm (10").

Market research has revealed that products containing shiny highlights on their labels become an eye catcher and let them stand out even more on retail shelves. The label itself appears precious, luxurious and emphasises the quality and value of each product. Metallic highlights convey a message of luxury and elegance and are perfectly suited to fine wines, delicacies and cosmetics.

The metallic foils are available in gold, silver, blue and red for the FX510e, but also in various spot colours and clear foil. With the clear laminating foil partial glossy add ons, comparable with an UV coating, can be applied to the product labels, for example, for logo design or graphical areas.

As a special highlight, DTM Print offers a new thermal transfer label substrate for the FX510e – DTM Poly Clear Gloss TT. This substrate enables the production of crystal clear product labels with imprinted elements.

The new foil imprinter is available in two versions – as well as the standard model, the FX510e, there is the FX510ec featuring a built-on guillotine cutter which allows to horizontally cut die cut, reflective and continuous label stock.

How can it help my business?

1. Add real value to labels with sparkling metallic effects and real shelf stand out.
2. Cost effective and easy to use, the FX510e is a versatile machine that helps you to get ahead of the competition.
3. Fast print speeds and a low purchase price of €499 (MSRP) for the FX510e and €629 (MSRP) for the FX510ec allow users to quickly and cost efficiently produce labels on-demand in the amount that is actually needed.
4. The FX510e is very easy to set up and operate.
5. Everything you need is included in the box! Besides the external label unwinder the printer driver for Windows 7/10 is included along with the design software NiceLabel Free 2019 DTM Edition (for Windows) and four colour ribbon starter rolls (gold, silver, red and blue metallic). The printer also works with any Windows compatible design program.
6. For all units within the EU (including EFTA countries) DTM Print offers 24 months warranty. Customers receive this extended warranty after product registration on the company website (register.dtm-print.eu) within the first six months of purchase.
7. Great for enhancing digital print, with no costs or waiting time for dies to be made. The machine is 100% digital, so even short runs and one offs can be handled with ease.

What you need to know...

- Technology: Thermal transfer and direct thermal.
- Print resolution: 300 dpi.
- Maximum print speed: 101.6 mm per second.
- Maximum print width: 105.7 mm.
- Media width: 25.4 to 118 mm.
- Substrate types: Roll fed continuous, die cut or blackmark labels or tags with punched holes.
- Software included: NiceLabel Free 2019 FTM Edition.
- Dimensions (wxhxd): 226 x 171 x 285 mm; weight 2.5 kg.

Also included:
- Four colour ribbon starter rolls (gold, silver, red and blue metallic, each 101 mm x 30 m) and Passive Label Unwinder for larger roll diameters supporting 1" and 3" cores.

Find out more at http://dtm-print.eu