Easy and quick RFID labels

The RX500e, a compact, high quality, on-demand colour RFID label printer is now available in Europe, the Middle East and Africa.

D TM Print has announced that the much anticipated RX500e colour RFID label and tag printer from US manufacturer Primera Technology, is now available for customers in Europe, the Middle East and Africa.

The RX500e is the newest full colour, on-demand RFID built-in label and tag printer. Labels are printed, encoded and verified in a single pass. Finished labels are then cut with the internal guillotine style cutter and dispensed one at a time. On-demand printing makes the printer ideal for applications such as visitor or trade show badges where just a single label at a time with unique information is required. Batches of many labels or tags at a time can also be encoded and printed. The printer is ideal for fast and convenient production in environments such as exhibitions, events, conferences, theme parks, resorts, and even sporting events. It is also perfect as an added value offer within the print room for a whole range of other markets such as education, health, and more. The built-in UHF RFID reader/encoder module is supplied by Honeywell. It is com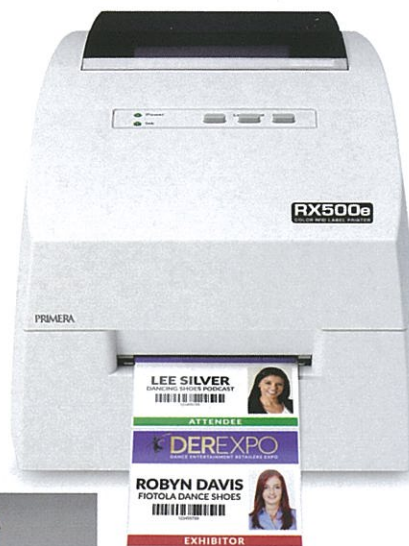pliant with EPC Global Gen 2 Class 1 and ISO 18000 -6B and -6C specifications for the widest range of deployments in real world applications.

Print resolution is best in class at up to 4800 dpi. Print speeds of up to 63.5 mm per second make label and tag production fast and convenient.

Supported substrates include matte and gloss inkjet papers, vinyl, polypropylene and polyester. A high degree of water, smudge and smear resistance can be achieved through advanced dye based inks and the print surfaces of inkjet labels.

'Printing full colour RFID labels and tags adds a new, value added feature to the technology,' explained Andreas Hoffmann, managing director of DTM Print. 'With RX500e, you can add colour coding, graphics and high resolution photos to RFID labels and tags. With colour, you are essentially adding an extra layer of accuracy and safety in applications such as medical file folder labels, visitor badges, photo wristbands and specimen tracking labels.'

All customers also get the design software BarTender UltraLite and NiceLabel Free (both for Windows) free of charge, which can be downloaded from the DTM Print website (dtm-print.eu/downloads). Both are ideal for designing labels, however with RX500e the RFID encoding capability is important, which is available in upgraded versions of the software. The RX500e RFID printer sells for €2695 and is available through authorised DTM Print resellers and distributors in Europe, Middle East and Africa.

For all units within the EU (including EFTA countries) DTM Print offers up to 24 months warranty: 12 months provided with the purchase and the option of extra 12 months for free after registering the product on the company website within the first six months of purchase. **PS.**

What you need to know...

- **Thermal inkjet technology.**
- **Print resolution is best in class at up to 4800 dpi for very high quality output. Add text and images to labels easily.**
- **Maximum print width 108 mm.**
- **Print speeds of up to 63.5 mm per second.**
- **Print one label – or hundreds.**
- **Media: Roll fed pressure sensitive labels, roll fed tags, fanfold labels or tags.**
- **The RFID encoder is from industry leader Honeywell, and it allows you to encode quickly and easily for a highly professionally finish.**
- **RX500e colour RFID printers are available from authorised resellers and distributors worldwide. It is priced at €2695 (MSRP).**
- **Dimensions: 264 mm W x 389 mm D x 180 mm H (closed), 442 mm H (open).**
- **You can find out more at dtm-print.eu**