

A BUZZ ABOUT LABELS

Beekeeping in harmony with bees and nature. From flower to jar with help from DTM Print.

Maries Bihantverk is a small scale beekeeping company, located in Malmö at the southern part of Sweden. Marie Backmann, the woman behind everything, is a passionate professional beekeeper with a positive attitude. She loves nature, bees and the ability to craft something natural and pass it along to others. With Primera's LX500e from DTM Print she found a label printer that makes her honey labels stand out at retail.

Maries Bihantverk is known for its beehives all over Malmö and the carefully handled honey with well preserved ingredients, bottled without any heating.

Ambassador of the bees

Marie was working as graphic designer for many years but decided to leave the life at her desk behind to add some more craft based work to her daily life. She undertook a course in beekeeping and successfully graduated with a journeyman's certificate in 2017. True to her motto 'beekeeping in harmony with bees and nature' she has now dedicated her life to the bees.

Marie is more an ambassador of the bees than 'just a bee-keeper'! Beekeeping is astonishingly important as bees do outstanding pollination work no species can, plus they collect nectar for incredibly good fresh honey.

But the jar the honey comes in has to be as good as the contents, so when it came to labelling, Marie was searching for an easy to handle label printing solution that works with ecological looking labels, with a small footprint to fit in her office shelf and a driver for Mac OS X.

She became familiar with the Primera Technology label printers at the 'Natural Products Scandinavia' exhibition in 2017 when she visited the stand of DTM Print (formerly Primera Technology Europe). At the show she saw the LX500e and learnt more about the advantages of the printer. She was convinced that the easy to use tri-colour cartridge with built-in printhead would simplify her workflow of printing her well designed labels. Previously she used her desktop office printer with A4 label sheets, with the



disadvantage of positioning the labels properly and throwing away unused A4 sheets where only a few labels were left.

Marie was delighted about the possibility of printing on-demand personalised, seasonal and promotional labels from one label to

hundreds. 'As a trained graphic designer, I design the label artwork. It is great to print just one label as a design proof without any lead times or wasted materials, just to see if it looks nice,' she said. 'I am recommending the LX500e to all

my beekeeping students as it is perfect for small businesses and start ups with its low

investment and no maintenance costs.'

With the huge variety of label materials provided by DTM Print it was not an easy choice for Marie to choose a substrate, however she opted for 'DTM Vintage Paper Eco' to highlight the ecological and nature loving part of her work. **PS.**

Personalised label printing supports a new project 'Bifadder' (see www.instagram.com/bifadder/). This gives each of us the opportunity to be the father or mother of 1000 worker bees, follow the life of the hive and taste the honey of the first harvest from your 'own' bee colony. The bee-fathers (and of course bee-mothers) will receive the first honey in 2019, each jar labelled with the individual name or number of the bee-parent. The hives are managed by Marie and two other local beekeepers. They receive their labels (and their design) from Marie and her LX500e label printer.