

The power of personalisation

Introducing DTM Print's invaluable label systems, helping retailers add the personal touch.

According to the *Oxford Dictionary*, 'to personalise' means to 'make (something) identifiable as belonging to a particular person'. However, as simple as the description behind this concept may sound, the implementation is very diverse, especially when it comes to product personalisation.

Probably the easiest way to make a product more special and more unique is by personalising its label, either by offering a selection of name variations, different colour and design templates, personalised messages or by including individual photos. The possibilities are almost endless. Nevertheless, every company should decide carefully how much room for individuality it is willing to offer to customers without risking that the label production turns into a money pit.

As a business, you can either offer personalised labels as an additional service through your website or you can decide to go for an in-store on-demand printing solution, which allows customers to personalise a product with a label that contains a photo or individual text before having it printed live at the point of sale (POS) to take away. The main advantage of such POS live printing solutions is exactly that it doesn't take days or even weeks until you receive your personalised product. You just wait a few moments and then can take it home.

Since space in stores is limited and expensive, the required space for such in-store solutions must be as small as possible. If this is the case, using live printing services at sales promotions such as road shows, festivals



and concerts are also possible. In addition, the print quality has to mirror the quality of the product and the solution itself must be as maintenance free as possible.

What printing technology should you choose?

DTM Print, international OEM and solution provider for specialty printing systems, offers a wide range of label printers for a fast and flexible on-demand personalised label production, including Primera's LX-Series Colour Label Printers and DTM's FX510e Foil Imprinter.

Meeting the requirement for a compact solution suitable to place at your POS, LX500ec is the logical choice, with its footprint of just 26.4 x 38.9cm and a height of only 18cm when the printer is closed.

LX910e makes it possible to produce best quality labels by printing with dye or pigment ink all in the same printer by simply changing out an ink cartridge. Choose dye ink for brilliant, eye-catching prime labels or pigment ink for highly water and UV light resistant labels.

Another aspect to keep in mind; a possible downtime of the printing hardware (for example, during cartridge changes) should be as minimal as possible. Nothing is more

frustrating for customers than having to wait for their individual label longer than planned. The LX500ec and LX910e feature the latest in inkjet printing technology, which uses only one colour cartridge with integrated print head, realising photo-realistic printouts. The high-yield tri-colour cartridge simplifies operation and ongoing maintenance, eliminates problems caused by fixed print heads and minimises downtimes during ink replacement. Not to mention that keeping just one SKU in stock (instead of multiple cartridges and replacement print heads) saves money and simplifies inventory management. Operation should be intuitively easy and fast, not only for the customer when printing the personalised label but also for the staff maintaining the printer or replacing cartridges without great effort.

With the FX510e, you can add brilliant shiny metallic or laminated highlights, both to blank or already pre-printed labels, whether they have been produced by inkjet, laser, offset or flexo printing. As the imprinting process is completely digital, virtually any design elements such as borders, graphics or fonts can be printed. A fast and efficient one-colour personalisation for POS applications is possible as well.

No matter which hard- and software is used to print personalised product labels, you should keep in mind that only a minimum number of labels are produced at once. In fact, most of the time, customers using your in-store printing service will just print one or two labels for the product they would like to purchase. Especially when small label runs are needed, label printers from DTM Print are more cost-effective and flexible compared to offset and flexo printing.

FIND OUT MORE

DTM Print will be exhibiting at **Eco Life Scandinavia (formerly Natural Products Scandinavia)** on November 13-14, at Malmö, Sweden, on stand number C37. Email sales@dtm-print.eu or visit www.dtm-print.eu for more information.

