

# LX610e – world's first desktop inkjet label printer with integrated x/y cutting plotter

LX610e Color Label Printer produces short runs of high-quality labels in any size or shape without custom dies



DTM Print, international OEM and solution provider for specialty printing systems, recently announced the EMEA sales start of LX610e Color Label Printer, the latest product of US manufacturer Primera Technology, Inc.

LX610e is a full-colour desktop label printer/plotter that delivers photo-quality labels in any size and shape. It combines colour inkjet label printing at up to 4800 dpi with a built-in digital die-cutting mechanism. The printer features a built-in die-cutting knife blade for cutting labels into custom shapes and sizes and also a built-in "pizza-wheel" style cutter for horizontal cutting of labels.

Professional print businesses, label converters, advertising agencies, graphic design shops and other print providers will find the LX610e invaluable for producing accurate label samples, prototypes and short runs for client approval



before ordering expensive hard-tooled or flexible dies. Small and medium-sized businesses, working in the organic and natural products industry, can print their own short runs of hundreds or a few thousand custom labels, without incurring delays and die costs, while continuing to send their longer runs to label production shops. That provides them even more value and flexibility.

With every printer purchased a copy of PTCreat™, an easy-to-use software for laying out print and cut files, is available for free download. This highly intuitive software allows all typical print and cut functions, including import of images, drawing of circles, squares, ovals, rectangles,

starbursts and more.

Upgraded software, called PTCreat™ Pro, is sold separately and extends the capabilities of LX610e by adding many additional tools, including layering, export of images and contour cutting around intricate artwork. An auto-trace cut function in PTCreat Pro is especially useful for printing and cutting complicated shapes and designs.

Like any other desktop colour label printer the LX610e can also be fed with standard pre die-cut labels and tags for just printing. DTM Print provides its customers a wide selection of inkjet label substrates including matte and glossy paper, polyester and polypropylene, all available as



pre-die cut or continuous material. Die-cutting substrates with enhanced backing for digital cutting is also available and certified by DTM Print.

LX610e Color Label Printer sells for €2,495 (MSRP) and is available through authorised DTM Print resellers and distributors. The PTCreat Pro software costs €150 (MSRP) and is only

available through the DTM Print web shop.

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 (register.dtm-print.eu) within the first 6 months of purchase.