

TECH IT OUT!

THE LX610E – DESKTOP WITH INTEGRATED X/Y



Always known for innovation in digital label production, DTM Print has now announced the start of sales in the EMEA of the new LX610e colour label printer, the latest product from US manufacturer Primera Technology.

The LX610e is the only full colour, desktop label printer/plotter in the world 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 creating labels of custom shapes and sizes, and also a built-in 'pizza wheel' style cutter for horizontal cutting of labels.

The LX610e includes an easy to use software for laying out print and cut files. This allows the fast production of custom labels of virtually any size or shape all in one process. Like any other desktop colour label printer, the LX610e can also be fed with standard pre die-cut labels and tags for just in time printing.

The maximum print width of the LX610e is 104 mm when using the die cutting function and 127 mm when using just the printing option on pre-die cut label materials.

Professional print businesses, label converters, advertising agencies, graphic design shops and even smaller brand owners 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 businesses 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.

Two different types of ink are available for the LX610e colour label printer. Dye based ink produces bright and vibrant colours that are perfect for prime label applications. Pigment based ink prints labels that are slightly less bright but stand up to sunlight and water for years.

DTM Print can provide customers with 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.

An innovative printer like the LX610e is only as good as its software. That is why with every printer purchased a copy of PTCreat 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 the 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.

The LX610e sells for €2495 (MSRP) and is available through authorised DTM Print resellers and distributors in Europe, Middle East and Africa. 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 within the first six months of purchase.

INKJET LABEL PRINTER CUTTING PLOTTER



HOW CAN IT HELP MY BUSINESS?

1. The LX610e is the only full colour, desktop label printer/plotter that delivers photo quality labels in any size and shape.
2. It combines colour inkjet label printing with a built-in digital die cutting mechanism. So high quality printing and precision die cutting incorporated into one easy, timesaving step.
3. With LX610e you can choose from a wide variety of substrates, including DTM White Gloss Polyester, DTM Clear Gloss Polyester and DTM White Gloss Paper. Additional materials from the DTM Genuine Label Stock are available if using pre-die cut stock.
4. Suitable for the production of labels for a wide selection of markets including chemicals, cosmetics, wine and beer, water, speciality foods, vitamins, name badges, barcode labels, and more.
5. Easy to use software helps you create the label in a variety of shapes.
6. Two different types of ink: Dye based for bright and vibrant colours and pigment based for longevity.

WHAT YOU NEED TO KNOW...

- Technology: Thermal inkjet; dye and pigment inks.
- Resolution: 1200 x 1200 dpi native; up to 1200 x 4800 dpi.
- Print and cut speeds: Pre-die cut media: Up to 114.3 mm per second; digital die cut speeds are dependent upon the image being cut.
- Print width: Pre die cut: 13 to 127 mm; die cut: 13 to 104 mm.
- Media types: Roll fed pressure sensitive labels, roll fed tags, fanfold labels or tag.
- Dimensions: 345 mm W x 242 mm H x 432 mm D; weight 5.7 kg.
- For further information: dtm-print.eu

