

THE COMPACT LX600E C



Following on from the launch earlier this year of the new LX610e, DTM Print has now announced the EMEA sales start of the LX600e, the newest product of US manufacturer Primera Technology Inc.

Now, the company innovates once again, with sister product, the LX600e, which is a compact and lightweight desktop colour label printer with a maximum print width of 127 mm and a print speed of up to 114 mm per second.

Compared to other similarly priced colour label printers, LX600e has many advantages.

Print quality: With the LX600e, banding is virtually eliminated – even on the fastest print speeds.

Interchangeable dye or pigment inks: With a simple swap out of ink cartridges, the LX600e can print with dye based ink for brilliant colour, or, choose pigment ink for maximum durability against water and UV light. Both types of ink work interchangeably on the same printer. Primera's pigment ink has one of the broadest colour gamuts available on any desktop colour label printer with an excellent light fastness.

Single ink SKU: The LX600e utilises an ultra high capacity single CMY ink tank. Users will only need to replace and keep on hand one ink tank instead of two or four. The inventory of ink is simplified and ink swaps are fast and easy. Process black is dark and crisp. Best of all, process black uses no more ink than a separate black ink tank would for printing the same amount of text or graphics.

Low maintenance: Gone are the days of clogged nozzles, and unwieldy and expensive printhead replacements. Users get a new printhead each time they change the cartridge, simplifying maintenance and dramatically lowering ongoing operating costs.

Small footprint: With its dimensions of 345 mm x 242 mm x 432 mm (wxhxd), the LX600e is one of the most compact printers, making it a good fit for applications where space is tight. Added to that, the device weighs only 5 kg including ink cartridge.

The LX6000e also uses significantly less energy than its competitors.

Typical applications include product labels for coffee, wine, water, bakery, confectionery, meat, cheese, and other specialty and gourmet foods. The printer is also ideal for manufacturing, laboratory, security, government, retail, convention and meeting badges, and a wide variety of different markets.

'We are delighted to introduce the LX600e to the EMEA market,' said Andreas Hoffmann, managing director of DTM Print. 'It offers many useful features, including a wider print width, higher print quality and easier to manage consumables than other similarly priced colour label printers. We believe that it will appeal to a wide range of companies and organisations that require the best looking labels that they can produce on a desktop colour label printer.'

COLOUR LABEL PRINTER

CUSTOMER CONFIDENCE

Mühle4 is a spirit manufacturer working from the historic Wackertapp Mill in St Hubert near Kempen on the Lower Rhine, Western Germany. The company makes use of one of DTM Print's other high quality label printers – the LX500e.

At Mühle4, Peter Day and his two employees produce small individually distilled editions far from industrial mass production. With the LX500e they have the ideal assistant for their individual label production according to customer requirements.

More than 30 fruit brandies, liqueurs, gins and whisky have now been created in the distillery. In addition, the company offers fruit owners from the region the opportunity to process their fruit for them through contract distilling.

However, it is not just in distilling that Peter pays attention to high quality. He also sets high standards for label production, as the labels need to reflect the high quality of the product, and it is particularly important that the labels feel great to touch and look brilliant within the scope of the corporate design.



At the end of 2017 he was looking for a fast and flexible solution for the in-house production of special and small batches and became aware of the LX500e.

Now, approximately 150 to 200 labels of various sizes are produced on average per month with the compact sized LX500e, and Peter appreciates the ability to print labels according to specific customer requirements and to respond quickly and flexibly to short term requests. This personalised service has already helped the manufacturer to win a large number of new customers. After all, the more individual a product is, and this includes the individually designed label, the more buyers it attracts.

While putting the LX500e into operation, mühle4 had to overcome several challenges. 'We have our own fixed label format for our bottles and also have a fixed colour combination of existing labels,' explained Peter. 'Both the colour and appearance had to be adjusted so that the labels printed with the

LX500e would match our other labels in colour and feel.' The correct solution was found by testing and adjusting the print settings.

After a few weeks, however, he noticed that the coloration gave way under UV impact and in direct comparison to products stored in the dark, a difference became visible. By switching to pigmented ink, simply by using a different cartridge, this problem was solved and the labels are now resistant to UV light and alcohol, as well as protected against abrasion.

'Colour matching' is indeed a challenge for companies that are switching from external offset or flexo printed labels to digitally printed labels in-house. Large companies resort to professional calibration systems for this purpose. However, smaller manufacturers, such as mühle4, succeed in matching colours correctly through extensive testing and adjustment of the print settings.

With its interchangeable three colour (CMY) ink cartridge with integrated printhead, the LX500e is



designed for short runs and is ready for immediate use even after a longer downtime of several months (eg for seasonal or project use). Therefore, the actual printing costs are higher than with traditional printing methods. As a result, Peter continues to produce large runs with external service providers and uses the LX500e for special customer orders and shorter runs where it is not profitable to commission a printing house.

As an alternative, he can also take advantage of the manufacturer's upgrade offer to exchange his LX500e for a larger device such as the LX600e or LX910e, which can cut printing costs by almost half. Nothing beats the benefits of in-house production, where personalised products can be shipped to customers the same day.