Christmas themed label packaging

Give your packaging a festive theme with help from DTM Print.

Every year, you arrive at Christmas with a flood of customers, and a feverish pace of work but 2020's Christmas shopping season is different. The pandemic hit us all, unprepared and out of the blue. Less crowded stores, more time spent at home, hence more (Christmas) shopping will be done online.

No matter the circumstances, one question is the same – how to stand out among the competition? Your answer? Designing and producing Christmas labels as part of your seasonal themed packaging.

A label usually includes important information on your brand and the items inside the package. However, a simple cardboard box can look entirely different with a lovely, festive label. You can also add Christmas wishes for your customers. Or you can spruce up the box with stickers. Stickers are small design elements that can be placed anywhere you want and, for Christmas, your design could include a small holiday symbol like a snowflake, a 'merry Christmas' note or you can print out your logo to enhance the giftability of your product.

Packaging has the power to bring smiles to your customers' faces and to give them the gift unwrapping experience. So, why not add a tag to your packaging with a note to your customers? The text can be classic, festive or even funny. And, as Christmas is all about personalisation, how about you include Christmas name tags or a tiny pouch with holidays stickers? In short, add a little DIY element that encourages customer creativity.

How to produce your label

DTM Print, international OEM and solution provider for specialty printing systems, has a wide range of colour label printers.

One of them, the DTM CX86e, is the world's smallest LED dry toner label printer. This digital printer is perfect to produce versatile and professional colour labels and tags. The CX86e uses the latest digital LED technology, meaning the labels are pin sharp, waterproof and UV-resistant.

Because of its small size (198x195x380 mm WxHxD) and weight (9.5kg), the CX86e can be used almost anywhere and is easy to transport. If placed on your point of sale, you can print labels or tags with the name of the recipient directly in store and on-demand. If you only sell online, you can do that by asking clients which name or message they'd like to have added.

Special attention was paid to simple operation; all you need to do is change a toner cartridge that guarantees thousands of prints. This eliminates the need to stock individual toner cartridges and the device is ready to use again in just a few seconds. You also feed your dry toner approved labels and tags externally via roll, continuous feed paper in zigzag folding or single sheet.

Which label material to choose?

The texture, feel, look and functionality should correspond with the purpose the label fulfils on your packaging. Depending on the application, the label, for example, has to be water- or UV-resistant, has to convey a natural and organic feel, to be thicker (for example, name tags), or those festive stickers should look brilliant and glossy, right? Hence, choosing the right label material to support the message.

To guarantee the best print results, DTM Print recommends its Genuine DTM Label Stock for the CX86e. A wide range of approved matte, semi-gloss and high-gloss materials are available, allowing you to precisely match your substrate requirements. DTM Print has many standard sizes available and any material is available as custom made size. There are different adhesives, like non-permanent or hot-melt. To get a natural and organic look, why not use a DTM DryToner Paper Matte Nature label? It's a natural and ecological looking label, made of 100 per cent recycled fibres.

The CX86e is a powerful and cost-effective printer that enables you to achieve maximum advertising impact with your produced labels and tags, to attract customers' attention and ensure higher sales.

No matter what you decide, make Christmas 2020 special for your brand and your customers.

Find out more

Contact DTM Print by calling +49 611 92777-0, emailing sales@dtm-print.eu or visit dtm-print.eu