

How to not stress about vouchers and coupons at your POS

Promoting your product is a full-time job. Stressful, too, as you have to think of the perfect packaging, a matching product label, how to place it prominently in your shop or retail store so that it stands out among the competition. And what about special promotions directly at your point of sale, including vouchers, coupons, value-added receipts etc. Those need to be printed on-demand, fast and easy. But no sweat – DTM CX86e Colour Tag Printer is here to help in a big way.

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 for you to produce versatile and professional colour labels and tags. The CX86e uses the latest digital LED technology. Meaning the produced labels are pin sharp, waterproof and UV-resistant.

Because of its small size (198x195x380 mm WxHxD) and weight (9.5 kg) the CX86e can be used almost anywhere and is easy to transport. If placed at your point of sale, you can print full-colour labels, tags, coupons and vouchers featuring special promotions or you can customise your product adding a personal message to a label directly in your store and on-demand. If you only sell online, you can still do that by asking your clients which name or



message they'd like to have added to the ordered product.

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. Very convenient.

Which label material to choose?

There is a vast variety of label materials available. 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, has to be thicker (e.g. name tags). Or those holiday stickers you plan to include should look brilliant and glossy, right? Hence, choosing the right label material is supporting the message of your label.

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, too, 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% 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 the customers' attention and to ensure higher sales.

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