

SPOTLIGHT ON: DTM PRINT

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With its latest innovation, DTM Print offers a convenient way to stand apart from your competitors

Showing products at their very best is a vital aspect of the fine food industry, and DTM Print – expert internationally-minded speciality printing system providers – have recently announced their latest launch which can help fine food businesses do just that.

DTM Print, a company of the DTM Group, is an international OEM and solution provider based in Germany. Over three decades DTM, an abbreviation for Data Technology Management, has grown fast from a garage company to a reliable partner and solution provider for specialty printing systems. DTM has been developing individual solutions for printing and computers since 1986. DTM Print represented the US company Primera Technology, Inc. under the name Primera Technology Europe in EMEA for 18 years. Beside its own products, the company works closely with well-known manufacturers, such as Primera, to provide the best possible printing solution. DTM Print sells these products and services through authorized resellers and distributors in Europe, Middle East and Africa.

"With our passion for custom-made solutions we became a specialist for niche products. Since 2013 we have developed print solutions used by

well-known manufacturers such as Coca-Cola, Mars and L'oreal," explains Andreas Hoffmann, managing director of DTM Print. "Our goal is to find the perfect match in hardware, software and supplies to put our customers' ideas in print."

Eddie – the world's first NSF and GMP-certified edible ink desktop printer – can do something which up until now was beyond the capabilities of the industry: it is able to print designs onto food items using edible ink.

The latest product from US manufacturer Primera Technology, Eddie is able to move a step beyond the traditional method of printing onto wafer paper or icing sheets – which must then be attached to the food product – by being capable of printing directly onto food such as chocolate, confectionery, chocolate and baked goods up to 89mm wide.

A fast and easy process, the printer is able to produce up to six printed objects every 60 seconds dependent on the design and item

size. What's more, the process is entirely automatic and hands-free; the carousel feeder holds up to 12 items, rotates them to be printed into position, they are taken through the printer one by one, and then the carousel feeds the printed item back through to the carousel.

Plus, the ink used guarantees a smudge-free, vibrant finish which can be colour-matched to ICC Colour Standards. "With Eddie businesses are not just limited to round objects, such as cookies. You can print directly onto candy, white chocolate, biscuits, macarons, marshmallows, chocolate lentils, and so much more," adds Katrin Hoffmann, PR manager of DTM Print. "And the printed items will be dry and ready for sale immediately after printing. Meaning, not only are you flexible on what you'd like to print onto, but you also can produce exactly the quantity you need when you need it. For these reasons and more, Eddie is truly a professional, edible ink printer and highly unique in its category."

The importance of safety

While edible ink printers have been on the market before now – and have been particularly popular in the production of cakes and biscuits topped with photo-printed icing – DTM Print's latest innovation offers the fine food industry its first opportunity to utilise such tools with recognised third-party certification. This does away with any concerns around producer liability.

The edible ink used in Eddie

printers meets all EU and FDA approval requirements for use within food products, and every other element of the Eddie printer has been certified by the necessary industry bodies and is compliant with all necessary procedures. Katrin explains, "Unlike other printers Eddie has the print head and ink compartment in one cartridge which gives no chance to build up bacteria in ink pipes or fixed installed printheads. If the ink is depleted, the insertion of a new cartridge takes seconds and you get literally a new printer."

The personal touch

A trend across consumer and B2B sectors, personalisation is a valuable string to add to your bow and can be utilised in a myriad of ways within your business. Whether you choose to opt for special occasion-focused personalisation for consumer products – such as birthdays,

weddings or annual nationwide celebrations such as Christmas – or to use the Eddie tool

to share your company's image on products to be distributed amongst your customer base and beyond, this additional personal touch is sure to be well received.

Personalised food products are an asset to businesses of all descriptions, and useful as a service to provide customers with as well as a way to merchandise your company at consumer and trade events.

Eddie also allows you to realise the potential of products displaying a tailored seasonal theme; personalised products showcasing an attractive Christmas, Valentine's Day or Easter visual are sure to be popular gifting options during the season in question.

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EDIBLE INK DESKTOP PRINTER

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CHOCOLATE x WAFFLES x
COOKIES x CHIPS x BISCUITS x
SUGAR SWEETS x FUDGE x
MARSHMALLOWS x CRACKERS x
BUBBLEGUM x and many more...

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