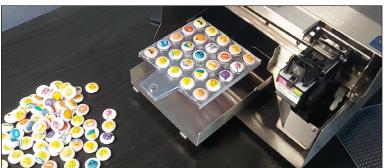# PRINTING OUTSIDE THE BOX: THE EDDIE FROM DTM PRINT

For a long time we have been told to think out of the box when it comes to printing. To customise packaging. To create standout. But what about thinking about what goes into the box?

Wouldn't it be great of you could produce something that had real 'wow' factor, that asked for only a small initial investment, could really add value; and could open up a host of opportunities in your business?

Add to that the emotive relationship that we have with all things sweet – chocolates for Valentine's, candy for Halloween, cookies for Christmas, biscuits for birthdays.

Now add to that yummy goodness the ability to personalise those items directly, easily and quickly, and at little cost, and imagine what value you can add to your business, as well as to that of your customers. Not just personalised packaging of cookies, but personalising the food items themselves.

Of course, you can do this now, but the methods are either highly time consuming, messy, or complex.

Welcome the Eddie from DTM Print, which is suitable for use by bakeries, events companies, marketeers, hotels, caterers and more, but also for commercial printers and web to print companies looking for something very different.

Andreas Hoffmann, managing director operation, at DTM Print, spoke to Print Solutions, and said: 'Personalisation is a growth market right now, and people are prepared to pay more for the products if they have been personalised. The Eddie is a great way to extend what you can offer to customers.'

For existing customers for whom you already print documents, brochures and reports, you can now add promotional corporate gifts. For new customers, you can entice them in with something innovative that has the real 'wow' factor. For web to print users, add another element to what you can offer to the general public with personalised birthday cookies, seasonal chocolates, sweets for any occasion and delicious temptations that are truly unique to each person. Or even personalise pet biscuits, items for restaurants or giveaways for meetings and events.

EVEN MORE OPPORTUNITIES

It gets even better. Don't worry about room. The Eddie is a compact desktop printer with the ability to print high quality full colour photos, logos, and designs using edible ink, which gives you the ability to print directly onto biscuits, cookies – even those with textures, candy, white chocolate, marshmallows, and much more. No more sticky, messy transfers and wafer papers, no long winded hand finishing. Just quick and simple application.

'That is one of the big advantages of Eddie over other edible ink printers. It prints directly onto the surface of the food item,' explained Andreas. This saves time and gives a really professional finish.

Whilst only launched in November 2020, the Eddie is already evolving to offer more opportunities.

Cookies are fed automatically to the printer by placing up to 12 items on a food carousel, and now DTM has developed a number of different options depending on what 'treat' you want to print.

The company has introduced manual feed with specially designed food trays to offer even more options such as macarons and chocolate lentils.

Not only can you print multiple products in one run, but you can also print on items that are wider than 89 mm and even higher. With the automatic feed and the carousel, the thickness of the items is limited to 25 mm for 38 mm diameter objects. For all other sizes 20 mm is the maximum.

Andreas told us, 'We are testing new things all the time, and trying out different options to support customers.'

The machine prints up to six print objects per minute, depending on the item size and actual print design. The included carousel feeder rotates the food items to the print position, the printer pulls in one item at a time, prints and sends them back to the carousel. And, the icing is dry when it comes from the printer ready to be packaged.

HITTING HIGH STANDARDS

Printed images are bright, vibrant, smudge resistant and even colour matched to ICC Colour Standards.

The Eddie was designed to be used in food processing environments to fulfil all hygienic standards. Stainless steel housing, easy to clean components and certified ink with FDA and EU approvals make Eddie the safest direct to food printer in its class.

The printhead and ink compartment also come 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 a new printer.

And, once again, it gets even better! Eddie sells for only €2995 (MSRP) and is available directly from DTM Print or through authorised DTM Print partners in Europe, Middle East and Africa. It is the latest product from US manufacturer Primera Technology Inc.

Now, that is a way to really add value to your business!

WHAT YOU NEED TO KNOW...

- Thermal inkjet with edible ink.
- Resolution: 1200 x 1200 dpi native; up to 1200 x 4800 dpi.
- Speed: Five to six items per minute, depending on your yummy treat.
- New custom made inserts and spacers are available to print on literally any object within the specifications.
- Design software: BarTender UltraLite (Windows), Belight Swift Publisher 5 (Mac). Can also be used with most other popular label design and graphics programs. The Eddie includes a downloadable copy of BarTender Designer for your PC. For Mac Users the design software Swift Publisher is available free of charge if the products has been registered on the DTM website at dtm-print.eu
- Dimensions (WxLxH): Total: 406 x 792 x 181 mm; printer: 317 x 474 x 181 mm; carousel: 406 x 421 x 72 mm; total weight 11.3 kg; printer: 8.5 kg; carousel and base: 2.8 kg.
- Comes with 36 month warranty.
- Certifications: UL, UL-C, FCC Class A, NSF/ANSI Standard 18 Manual Food and Beverage Equipment. 21CFR US Code of Federal Regulations, Title 21 - US FDA EU 231/2012 Regulation (EU) No 231/2012 laying down specifications for food additives.

NEW!

Special trays have been designed for the carousel so you can print on many more food options, and the new manual feed now allows you to print multiple products in one run, and you can also print on items that are wider than 89 mm and even higher. With the automatic feed and the carousel, the thickness of the items is limited to 25 mm for 38 mm diameter objects. For all other sizes 20 mm is the maximum.