

From flower to jar: Beekeeping in harmony with bees and nature

DTM Print explains how its solutions can support your in-store sales.

Maries Bihantverk AB is a small-scale beekeeping, located in Malmö, Sweden. Marie Backmann, the woman behind it, is a passionate professional beekeeper with a positive attitude who loves nature, bees and crafting something to pass along to others. With the LX500e Color Label Printer, she found a label printer that makes her honey labels stand out at retail.

Maries Bihantverk is known for its beehives all over Malmö and the carefully handled honey with well-preserved ingredients, bottled without any heating. As a teacher, Marie imparts her values and knowledge to the students at the beekeeper school in Malmö. She's more than just a beekeeper; Marie is an ambassador.

The honey is available through resellers in the market hall of Lund and Malmö, as well as through a direct trade group between producers and consumers in Sweden called REKO-ring and is bottled in jars of different sizes and types.

Labelling choice

When it came to labelling, she was searching for an easy-to-handle label printing solution that works with ecological looking labels, with a small footprint to fit in her office shelf and has a driver for Mac OS.

Marie became familiar with label printers by manufacturer, Primera Technology, Inc. at Natural Products Scandinavia. Here, she saw the LX500e live in action and learned more about the advantages of the printer. She was convinced that the easy-to-use tri-colour cartridge with built-in print head would



simplify her workflow of printing her well-designed labels. Before she used her desktop office printer with A4 label sheets, with the disadvantage of positioning the labels properly and throwing away unused A4 sheets where only a few labels were left.

Marie decided to buy the LX500e for her honey labels through DTM Print, international solution provider for specialty printing systems, and its Swedish distributor. She was delighted about the possibility of printing on-demand personalised, seasonal and promotional labels from one label to hundreds.

"As a trained graphic designer, I'm designing the label artwork myself. It's great to print just one label as a design proof without any lead times or wasted materials, just to see if it looks nice," Marie explained.

Even though LX500e comes with a label design software for both Windows and Mac, Marie designs and prints her labels using Adobe Illustrator.

"I'm recommending the LX500e to all my beekeeper students in school

as it's perfect for small businesses and start-ups with its low investment and no maintenance costs," she added.

A wide variety

With the huge variety of label materials provided by DTM Print, it was not easy for her to choose a substrate, but in the end picked the DTM Vintage Paper Eco to highlight the ecological and nature-loving part of her work and honey.

The LX500e is also used to print personalised labels since Maries Bihantverk started its project, Bifadder. It gives each of us the opportunity to be a parent of 1,000 worker bees and follow the life in the hive and in the end, taste the harvest from your own bee colony. The bee-fathers (and of course bee-mothers) will receive a jar of the first harvest labelled with the individual name or number of the bee-parent. The hives are managed by Marie and two additional local professional beekeepers. They also receive their labels from Marie and her LX500e label printer.

■ Find out more at <https://dtm-print.eu>