

HIGHLY RECCOMENDED

The best endorsement of any technology is when the customer is happy and delighted to share their success. That is exactly what the following companies have achieved with the LX610e Pro from DTM Print. We find out more.

DREAMS COME TO LIFE



High demands in terms of quality and flexibility are made on label production for 'Evoke' scented candles, which are more than met by the LX610e Pro from DTM Print.

Evoke was founded in November 2020 by Laura Ciornavei to realise her own ideas of beautiful crafted, scented candles in a jar.

Stimulated by the scent of candles, the aim is to 'evoke' memories of perfect moments and good times. Mysticism, symbolism and spirituality play a major role in the design of these handmade and lovingly decorated candles.

So much time and care is put into the candles, that packaging and labels have to reflect the same characteristics and attention to detail. For the candle jars, the candle boxes, and the multilingual safety instructions, as well as small round labels attached to the bottom of the jar or on cardboard tags, a high quality solution was needed.

In Laura's opinion a good label must be visually flawless, the ink must not smudge, the printout must have a high resolution that allows sharp and precise details, and it needs to withstand light exposure over a longer period of time without being damaged.

'Being able to print labels in good quality myself was a condition for me to be able to offer my products. It is very important to me that everything, from the product to the packaging, meets my own very high expectations and convinces my customers. High quality labels are a must and with the LX610e Pro I have found a device that meets my high demands,' she explained. In addition, the built-in contour cutter of the LX610e Pro, which enables printing and contour cutting in one simple step, is also a big plus as it allows her to cut labels in any shape and size.

Laura became aware of the printer on the internet: 'When I was researching label printers the LX610e actually had no competition. Highly professional devices are too big for my application and also not affordable.' In her opinion, cheaper models lack crucial features such as automatic label cutting, easy switching between dye based and pigmented ink and photorealistic resolution at good print speeds. In addition, the device is extremely easy to operate.

She then purchased the printer including software from the authorised DTM Print partner Karley Deutschland GmbH. As an international OEM and solution provider for label printing systems DTM Print not only offers own printing solutions, but also works closely with well known manufacturers like Primera. The company then sells these products and services in the entire EMEA region through authorised resellers and distributors.

Laura continued, 'Each of my candles has an individual label. This means that I need many different labels, each in small quantities. That wouldn't be possible if I order my labels from a print shop.' Three to four labels are needed per candle and she prints 50 to 100 labels a week.

The printer is additionally used to print promotional flyers and vouchers with discount codes that are enclosed with the shipments.

'The service and support from Karley Deutschland are excellent,' said Laura.

'I would definitely recommend the LX610e Pro or other DTM Print products to everyone with similar requirements. My expectations of the device were more than fulfilled,' she concluded.

MAKING YOU SMILE



Thanks to the great flexibility of the LX610e Pro in the production of stickers and labels, Mikael Andersson can give his shipments an individual touch with high recognition value.

In 2018, illustrator and graphic designer Mikael Andersson from Alvesta in Sweden founded MickeGFX to give a little dragon a platform to conquer the world. A few years ago, Mikael created Drakis, a cute dragon baby, to spread some love with his illustrations.

Several colouring books with Drakis and his friends were created from the illustrations and over time greeting cards, fabric bags and stickers were added. All products are sold via the online shop drakstugan.se, which means 'dragon's lair' in Swedish.

Stickers play an important role in customer retention and acquisition. Every package that leaves the 'dragon's lair' is labelled with individual labels. It is important to Mikael that the labels on the outer packaging catch everyone's eye, create recognition and arouse curiosity.

'When I send orders to customers they should directly see from the outside that this delivery is from me. I always put a sticker on it that says, 'Don't forget to smile when you open this package'. I want my customers to think I am a good business who has put a lot of effort into the packaging,' he explained.

Mikael had been ordering labels and stickers from different companies. However, this was too expensive, as the minimum order quantities were too high to be able to offer his customers the different illustrations in small quantities. But since his customers kept asking for the stickers, he set out to find a suitable solution.

During his research he also looked at the website of UniPrint, authorised DTM Print partner in Sweden and the retailer from whom he had already purchased his t-shirt printer. There he saw the LX610e Pro.

Since an on-site visit was not possible at the time, the LX610e Pro was showcased to Mikael via video call. He was shown the printer's automatic built-in die cutting function, a unique feature in the desktop printer market, which makes it possible to print and cut custom labels of any shape or size in one process without die costs and waste due to overproduction. Other features like easy switching between dye based and pigmented ink, the photorealistic resolution at good print speeds, the easy to use software PTCreat Pro and the affordable price were presented.

'The print and cut functionality of the LX610e Pro was the deal breaker. I was looking at several other printers, but didn't found a label printer in that price range that has this feature,' said Mikael. He bought the printer at the end of August 2020 and uses it almost every day.

Mikael explained, 'I can produce custom made stickers with a few clicks. I can try new designs whenever I want, I don't have to order online and wait two weeks for them to arrive. And the best thing is that I can do only one sticker or label at a time if I want.'

'I would recommend DTM Print and the LX610e to everyone,' he concluded.

BEAUTIFUL PRODUCTS

For Swiss company Phyt-Inov, the high quality of its cosmetic products and food supplements is an important trademark. Therefore, high demands are also placed on the production of labels for special series. With its flexibility in printing and cutting product labels the LX610e Pro has become an important part of production.

Previously, the company used very simple labels produced with a standard sheetfed printer. Due to low print resolution and quality this printer only produced very matte labels. As it wanted to emphasise the quality of its products with durable and colourful labels, general manager Fabien Chételat started looking for a new printing solution, which had to produce high quality labels and give the designers endless possibilities for implementing their label ideas.

During his internet research, Fabien became aware of the LX610e Pro. The automatic label cutting option quickly caught his eye and made him curious.

He contacted DTM Print to get more information. The sales team at DTM Print introduced him to Swiss distribution partner Eurebis.

At the end of August 2020 he visited Eurebis' newly equipped showroom to see if the printer meet the right needs and requirements. Here, he was shown different printer models and various print samples were produced and materials tested.

As he had also brought his containers and tins with him to the appointment, the different versions and processing options, like applying labels, could be compared and tested immediately.

'The printer and the service from Eurebis convinced us so much that we bought the LX610e straight away and took it with us,' said Fabien. He left with a full set up to start in-house label production consisting of the LX610e Pro, an AP360e Label Applicator and a DTM FX510e Foil Imprinter for adding metallic highlights to pre-printed or blank labels.

Since then, the Phyt-Inov team has produced special series labels in small quantities of 100 to 200 labels in different sizes and shapes every week. It also prints advertising stickers for promotions and sales activities as well as round labels with a 20 mm diameter for recently introduced product samples.

Asked about the advantage of the printer, Fabien said: 'For me it is the flexibility. The LX610e Pro allows us to create new labels very quickly and easily.'

The LX610e Pro comes with the label design software PTCreat Pro. The unique auto-trace feature will automatically find the edges of the artwork to print and cut out the label shape regardless of the complexity. PTCreat Pro is a complex software, offering many functionalities, but the explanations provided in the manual and on the DTM Print website help to learn how to use it to its entirety.

'I am very satisfied with the LX610e Pro although I have not yet been able to use all its functionalities to the full extent. Its flexibility is unbeatable,' Fabien concluded. **PS.**

