

Enhance product labels by adding metallic foil elements

Market research has revealed that products containing shiny highlights on their labels become an eye-catcher and let them stand out even more in retail shelves. The label itself appears precious and emphasises the quality and value of each product. Especially, metallic highlights convey a message of luxury and elegance and are perfectly suitable for fine wines, delicacies and cosmetics. It's a fact – the more highlights, the more attention. That's why hot-stamping on labels has been popular for so many years. However, hot-stamping has a number of challenges: expensive set-up costs and ordering a die takes time. Image changes unfortunately incur more expenses. And there's almost always a minimum run of thousands of labels.

But it doesn't have to be complicated. DTM Print offers two foil imprinting systems that enhance the value of products by adding brilliant shiny metallic or laminated highlights both to blank or pre-printed labels, whether they have been produced with inkjet, laser, LED, offset or flexo printing. The DTM FX-Series is the perfect accessory for printers that already offer label printing or are thinking about adding that service to their business. The process is 100% digital, so virtually any design element can be printed, such as borders, graphics, fonts or backgrounds. Printing single-coloured labels is possible as well. Not only are metallic foils in gold, silver, blue and red available for the FX-Series, but also various spot colours and clear foil. With the clear laminating foil partial glossy add-ons, comparable with UV coating,



can be applied to the product labels. Another plus is there's no limit to label quantity.

There are two models available: the compact DTM FX510e Foil Imprinter and its 'big brother', the DTM FX810e. The FX510e contains an internal multifunctional roll holder allowing the use of rolls with a core of up to 76mm. While the print width of the FX510e is up to 105.7mm, the FX810e can highlight product labels with a width of up to 220mm. The larger foil system also features a robust metal housing, an intuitive colour touchscreen, and can be connected via USB 2.0 and Ethernet 10/100.

Both models add metallic foiling at a speed of 101.6mm/sec and also include an external passive label unwinder mounted on roller bearings. This supports label rolls with a core of up to 76mm and an

outer diameter of up to 254mm. This label unwinder can also be used with other inkjet printing systems. The free-swinging label roll adapter allows the roll to unwind without tension. The optional built-on guillotine cutter, which allows you to horizontally cut reflective, die-cut and continuous label stock can be also used for converting larger rolls of pre-printed labels into handy label stacks.

The FX-Series is easy to set up and operate. The printer driver for Windows 7/10 is included along with the design software NiceLabel® Free 2019 DTM Edition. The FX510e also comes with a Mac printer driver for OS X 10.9 (and higher) and the Mac-based layout and design software Swift Publisher 5 by BeLight Software. Other popular software such as BarTender and Adobe Illustrator can be used to design and print labels, too. Part of the delivery is also a set of four 100mm wide 30m colour ribbon starter rolls in gold, silver, red and blue metallic. The FX810e also includes an extra 30m black ribbon roll of 220mm width.



For more information:

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