

HOW DO LABELS BALANCE FUNCTIONALITY AND SUSTAINABILITY?

One of the things that come to mind is the size of a label. Thanks to print technologies with high print resolutions (for example the LX-Series full colour inkjet printers offer a print resolution of up to 4800 dpi) you get razor sharp and brilliant print results even when printing the smallest of texts. With that in mind, labels don't have to be that large any more. You save material without losing the ability to convey information.

In addition, there are a wide variety of label substrates and adhesives available that are eco friendly. Depending on the application labels use removable adhesive which makes it easy to separate labels from the rest of the packaging and therefore allow better recycling and upcycling of the packaging and label.

Last but not least, what is used to actually print on a label can contribute to the sustainability of them too. We offer solutions that use dye or pigment based ink or dry toner. For example, the LX-Series label printers use non toxic inks and cartridges with the smallest droplet size available, while still offering razor sharp texts, brilliant graphics and photorealistic images.

HOW CAN PRINT SYSTEMS BE MORE SUSTAINABLE?

One of the latest technological advances was the reduction of footprint of toner based printers by using LED based engines. One example for that is our DTM CX86e colour tag printer. The CX86e is world's smallest LED dry toner colour label printer and uses digital LED technology. LED printheads have no moving parts, unlike the classic laser technology, significantly less raw materials are consumed in the manufacturing process, and a space saving design and a significantly longer service life are achieved. With a size of 198 x 195 x 380 mm (wxhxd) and a weight of 9.5 kg, the CX86e is more compact, robust and reliable than other printers in its class. Saving resources and energy is and always will be very important. So, it is a much needed development that toner based printers are manufactured that way and also save energy in the printing process itself. Another development that is worth mentioning is the new polymer based toner, which allows more flexibility when using various media as well as lowering the fuser temperature that in turn saves energy whilst printing.

The inkjet printers that we offer, such as the LX600e and LX610e Pro, leave a green footprint as they are eco friendly and sustainable with very low energy consumption, low weight by using less material, non toxic ink supplies as well as 100% recyclable components. And again, the major advantage of inkjet printers is that you don't have a lot of waste, actually none when the design is set up and aligned

correctly. And with on-demand printing only the quantity of labels that is needed are produced and you don't throw away unused labels, which of course saves resources and energy not to mention a lot of money, too.

WHAT ARE THE BIGGEST TRENDS YOU ARE SEEING IN THE MARKET NOW AND MID TERM?

Personalisation is and will continue to be a huge trend. Not only does it offer customers an added value, it also strengthens the connection between product and consumer leading to more product loyalty. Bespoke products also lead to more sales as they will a) stand out from other products and b) attract new consumers when they hear from other consumers that personalisation is an option.

Another trend, I would better call it a necessity, is sustainability. Consumers think about what they buy and from whom. They want to know if the goods are produced environmentally friendly, if energy and resources are saved, if you can recycle the packaging, if non toxic inks and materials are used. And that of course also influences the packaging, the labels and the label printing itself. Consumers have the power to influence manufacturers of all kinds to focus on sustainability, to do everything in their power to save our planet and its resources.



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DTM Print offers innovative and high quality printing solutions for digital colour label printing. Its portfolio also includes ID card printers, CD/DVD/BD printing systems, and even an edible ink printer.

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