

Individual sweets need individual labels



Edible ink printer opens up new profits with the ability to print directly onto the surface of many food items. And their packaging is highlighted with stunning labels.

DTM Print, an international OEM and solution provider for specialty printing systems, offers the perfect tools to first create individual sweets and confectionery and then produce stunning labels in any size and shape for their packaging.

Eddie is an edible ink desktop printer for printing directly onto cookies and other food items. Personalised bakery and confectionery products are becoming increasingly popular now. For weddings, corporate hospitality and events at special times of the year, it's a way of being 'special' and standing-out from the crowd. Up until now, bakers and pastry chefs use printed icing sheets, wafer papers

and stencils to personalise products today. Of course, this method works well, but is quite labour intensive, and relatively slow.

Eddie prints full-colour photos, text and other design elements directly onto the surface of baked goods and confectionery. As it makes the process of printing on wafer paper or fondant/icing sheets and then manually applying those obsolete, businesses save a lot of time. In addition, a highly professional look and great detail are realised, even on curved and uneven surfaces. Eddie turns treats into real eye-catchers and opens up new profits by offering branded and bespoke products.

Eddie makes the printing process fast and easy. The machine prints up to 6 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 – all automatically and hands-free. Printed sweets, cookies or other food items will be dry and ready for sale immediately after printing. Printed images are bright, vibrant, smudge-resistant. When printed on suitable surfaces, such as frosting or icing, the prints last up to a few months.

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 EU and FDA approvals make Eddie the safest direct-to-food printer in its class. In addition, the edible ink is Kosher and Halal certified and suitable for vegans.

But the job is not done when the baked goods are produced. The packaging of them is at least as important as the wonderful and tasty items in it. Labels are a crucial part of the packaging. They definitely have a strong impact on the purchasing process of consumers as they first draw attention to a product, e.g. because of a special shape, structure or material, a certain colouring, photo-realistic printing or special metallic

highlights. Then labels contain plenty of information (e.g. ingredients and allergens) that can influence consumers to buy a product.

DTM Print offers a range of different colour label printers. One of them is the LX610e Pro Color Label Printer with the unique feature to print and cut any label shape with just one device in seconds. It combines colour inkjet label printing with a built-in digital die-cutting mechanism. Compared to other similarly priced colour label printers, the LX610e Pro offers outstanding advantages:

- **Print Quality:** colour inkjet printing at up to 4800 dpi without horizontal banding – even on the fastest print speeds.
- **Interchangeable Dye or Pigment Inks:** with a blink of an eye the ink cartridge is swapped-out to print either with dye-based ink for brilliant, eye-popping colour or with pigment ink for maximum durability against water and UV light.
- **Super Low Maintenance with Single Ink SKU:** the printer utilises an ultra-high capacity



single CMY ink cartridge. Users will only need to replace and keep on-hand one item instead of multiple. In addition, they get a brand new printhead each time they change the cartridge, simplifying maintenance and dramatically lowering on-going operating costs for cleaning and service.

• **Green Footprint:** eco-friendly and sustainable with ultra-low energy consumption, very low weight by using less material, non-toxic ink supplies as well as 100% recyclable components.

Eddie creates creative and individual sweets that are highlighted when combined with brilliant and full-colour labels. Putting the most professional colour labels possible on your products will set them apart from others. This is especially important for smaller manufacturers who can actually increase their sales by making their products stand out through innovative packaging and labelling. It also allows manufacturers of all sizes to offer private label goods in smaller quantities.

