

# EDDIE AND LX610E PRO TURN TREATS INTO HIGHLIGHTS

Edible ink 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.



**D**TM Print is offering the perfect tools to first create individual sweets and confectionery and then produce stunning labels in any size and shape for their packaging. A new and exciting opportunity for companies of all sizes – especially if you would like to offer on-demand personalised gifts.

Eddie is the world's first and only EU and FDA approved 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 – or for any time of the year – it is a way of being 'special' and standing out from the crowd. Until now, to produce personalised cookies meant using printed icing sheets, wafer papers and stencils. A method which works well, but is labour intensive, and relatively slow.

As Eddie prints full colour photos, logos, designs and text directly onto the surface of baked goods and confectionery,

it saves a lot of time as you no longer need to print on wafer paper or fondant/icing sheets and apply by hand. 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.

The direct to food printer has a small footprint – only

317 x 474 mm in size and weighs about 11 kg. Where space might be limited, it can easily be relocated. In automatic mode, Eddie can print typically five to six items per minute. It comes with design software for both Windows and MacOS, and is easy to set up.

DTM Print recently introduced the manual feed option along with custom food trays to make Eddie a very versatile to use food printer. If used with the included carousel feeder Eddie can print on suitable food items with a maximum diameter of 89 mm and 20 to 25 mm height. The manual mode extends these parameters to a maximum of 120 x 120 mm and allows thicker items with a maximum height of 27 mm. The company has designed several different trays including a tray for printing on macarons. It also offers a service to produce trays according to customer specifications.

Eddie is unique for many reasons, but none as important as for safety. Although edible ink printers have been sold and utilised in commercial applications such as photo cakes for more than a decade, none of them have been approved for this use by recognised, third party certification organisations, making producer liability a serious concern.

Eddie was instead designed from the beginning to meet or exceed all regulatory requirements for the specific purpose as an edible ink digital printer. The edible ink cartridge meets all FDA and EU standards for use as a food additive. The ink cartridge itself meets cGMP standards and the entire manufacturing and cartridge filling processes are FDA compliant and cGMP certified. Last but not least Eddie has also been certified by NSF.

'Personalisation is all the rage in today's consumer and business to business markets,' said Andreas Hoffmann, managing director of DTM Print. 'Eddie can produce new profits in commercial settings from bakeries to hotels, tradeshow, gift shops and amusement parks. Applications for personalised baked goods and confectionery include birthday parties,

baby showers, anniversaries, Christmas and holiday gifts, trade show giveaways and souvenirs.'

## TASTY LABELS

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. Labels are a crucial part of the purchasing process of consumers. They first draw attention to a product, eg because of a special shape, structure or material, a certain colouring, photorealistic printing or special metallic highlights. Then labels contain plenty of crucial information (eg ingredients and allergens) that can influence consumers to buy a product.

DTM Print offers a range of different label printers. One of them is the LX610e Pro colour label printer with the innovative 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 including:

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 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, ultra low weight by using less material, non toxic ink supplies as well as 100% recyclable components.

All DTM Print units within the EU (including EFTA countries) get up to 36 months warranty: 12 months provided with the purchase and the option of extra 24 months for free after



registering the product on the company website ([register.dtm-print.eu](http://register.dtm-print.eu)) within the first six months of purchase.

So, if you are looking for a new opportunity for your business in 2022, here is a really tasty one that will help to enhance your business.

