

Eddie and LX610e Pro Turn Treats into Highlights

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. Those tools are the direct-to-food printer Eddie and the LX610e Pro Color Label Printer. Both printers will be showcased at the Hotel, Restaurant & Catering (HRC) show in London from 21st to 23rd of March 2022. DTM Print is located at stand # H259.

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, 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. A method which works well, but is quite 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

bakeries and confectionery businesses a lot of time as they no longer have 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 in a bakery or confectionery, it can easily be relocated. In automatic mode, Eddie can print typically 5-6 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 20-25 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. DTM Print designed several different trays including a tray for printing on Macarons. The company also offers the service to produce trays according to customer specifications.

Food Industry Certifications

Eddie is unique in the commercial food preparation business 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. In addition, the edible ink is Kosher and Halal certified and suitable for vegans.

"Personalisation is all the rage in today's consumer and B2B markets," said Andreas Hoffmann, Managing Director of DTM Print. *"Eddie can produce new profits in commercial settings from bakeries to hotels, tradeshows, 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."*

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. Labels definitely have a strong impact on the purchasing process of consumers. 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 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, ultra low weight by using less material, non-toxic ink supplies as well as 100% recyclable components.

Eddie sells for € 2,695 (MSRP) and the Eddie food trays cost € 29.95 (MSRP) each. The LX610e Pro is priced at € 2,795 (MSRP). 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) within the first 6 months of purchase.

www.dtm-print.eu

