

# DTM Print adds new dry toner label material

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DTM Print offers great additional benefits with all its products such as free label design software, three years warranty, support and service through local partners, and a large variety of approved label substrates under the brand 'Genuine DTM Label Stock'. One of those label substrates is the 'DTM DryToner Paper Semi Gloss Colour Coated', a new dry toner label material, which DTM Print has introduced to its portfolio.

The surface of this new label material can be coated in many individual colours and is designed specifically for adhesion to metals, cardboard, and most plastics. It is a machine coated, wood-free printing paper with semi-gloss finish. The semi-gloss finish is very abrasion and highly water-resistant. The facestock is made from FSC certified paper. It is suitable for printing with usual dry toner electrographic label printers, such as the DTM CX86e Colour Tag Printer and of course OKI's Pro1040 and Pro1050 LED Label Printer, all from stock.

DTM DryToner Paper Semi Gloss Colour Coated is the perfect label material for product groups that include slightly different versions of each product, such as food supplements. For those

applications the labels are usually designed in the same overall colour theme that matches a certain corporate or product identity but differ slightly in the product name, product logo, list of product information or other design elements. The label surface can be pre-printed full-bleed in all CMYK colours. Multi-coloured patterns such as rainbow or colour-blocking are also possible.

By using DTM Print's colour coated paper material, manufacturers and producers get fully coloured labels, which not only saves a lot of toner and therefore cost with each printed label but actually enables full-bleed labels. Printing full-bleed on laser printers is not recommended as the toner literally drops off the edges of the label and ultimately shortens the life span of the printer. For label finishing the DTM LF140e is the suitable accessory, which can laminate if needed, cut to shape, remove the matrix and slit and rewind the finished labels into rolls.

Minimum order quantity of DTM DryToner Paper Semi Gloss Colour Coated is six rolls no matter the pre-printed colour or colour pattern. A roll of 5" x 4" labels with 1,250 labels per roll cost €72.00 (MSRP). As DTM Print also offers custom labels, prices vary depending on the ordered label size and shape.



More information about the new label material is available in the DryToner sample book at [dtm-print.eu/downloads/supplies/DryToner-SampleBook-Digital-2020.pdf](https://dtm-print.eu/downloads/supplies/DryToner-SampleBook-Digital-2020.pdf).