

# SHORT AND SWEET

In today's market, the ability to personalise promotional products is a great way to add value to any business. With help from DTM Print, you can now add an especially sweet selection of products to your offer.



**D**TM Print offers solutions for direct to food printing and the production of food labels in any size and shape – perfect for companies looking to add value, or to print promotional items, and ideal for those who offer fast turnaround e-commerce shopfronts.

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 – for weddings, corporate hospitality and events at special times of the year, it is a way of being 'special' and standing out from the crowd.

As Eddie prints full colour photos, logos, designs and text directly onto the surface of baked goods and confectionery, it saves anyone producing these items 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.

## CRUMBS, THAT'S GOOD!

The direct to food printer has a small footprint of only 317 x 474 mm in size and weighs about 11 kg. 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. 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.

## 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 in it. 'Labels are a crucial part of the packaging and

have a strong impact on the purchasing process of consumers as they first draw attention to a product and contain plenty of information that can influence consumers to buy a product,' explained Andreas Hoffmann, managing director of DTM Print.

DTM Print offers a range of different colour label printers. One of them is the LX610e Pro colour label printer, which is able to print and cut any label shape on just one device in seconds. It combines colour inkjet label printing with a built-in digital die cutting mechanism. The LX610e Pro comes with the easy to use Windows and Mac compatible software PTCreato Pro. The auto trace cut function in PTCreato Pro will automatically find the edges of the artwork and is especially useful for printing and cutting label outlines and designs regardless of the complexity, shape or size.

Besides an intuitive software LX610e Pro features colour inkjet printing at up to 4800 dpi without horizontal banding, interchangeable dye or pigment inks and low maintenance by utilising an ultra high capacity single CMY ink cartridge. In addition, it is 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. All DTM Print units within the EU (including the UK and EFTA countries) get up to 36 months warranty: 12 months provided with the purchase and the option of extra 24 month 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.

Eddie produces creative and individual sweets that are highlighted when combined with brilliant and full colour labels. 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.