

ON-DEMAND IS IN DEMAND

Print greener labels with the LX610e Pro from DTM Print.

Labels are a crucial part of any packaging. They have a strong impact on the purchasing process of consumers by drawing attention to a product, either because of a special shape, structure or material, a certain colouring, photorealistic printing or special metallic highlights. In addition, labels contain plenty of information such as ingredients and allergens that can influence consumers to buy a product or look for an alternative.

There are so many different label materials and label printers available that manufacturers and producers can choose the right solution that fits their requirements and needs, especially when they want to move the label printing in-house. More and more companies are taking that step and deciding to print their own labels, whether you are an artisan brand producing own label specialities or a retail outlet who wants to personalise labels for customers, or an e-commerce company selling a range of goods on an on-demand basis. Reasons for that can vary, from not wanting to rely on external suppliers any longer, to avoiding the need to place higher volume orders than are actually needed just to get a good price, or simply wanting to be sustainable and environmentally friendly. Producing labels in-house allows businesses to take advantage of printing on-demand with the right solution, including printing exactly what you need, when you need, which leads to less stock and less waste.

HIGH QUALITY

DTM Print offers a range of different label printers. One of them is the LX610e Pro, a colour label printer that allows users 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 high resolution inkjet printing, without horizontal banding – even on the fastest print speeds; interchangeable dye or pigment inks – with dye based ink, brilliant, eye popping colour can be achieved, or pigment ink offers maximum durability against water and UV light; and super low maintenance. The printer utilises an ultra high capacity single three colour 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.



Importantly, the device is also eco friendly and sustainable with very low energy consumption, uses less material, non toxic ink supplies as well as 100% recyclable components.

THE RIGHT STOCK

'To produce exceptional product labels for all kinds of applications you not only need advanced print technology as integrated in our colour label printers but also high quality material,' explained Andreas Hoffmann, managing director of DTM Print. 'We offer a large variety of approved label substrates under the brand 'Genuine DTM Label Stock'.'

One material, which has been designed specifically for products where an authentic, natural and ecological look is desired, is the 'DTM Grass Paper Eco'. The natural grass fibres of the label give the paper material its unique, natural look. It is suitable for high resolution and high speed dye based and pigmented inkjet printing. The adhesive is an acrylic dispersion, permanent, solvent free and can be in direct food contact according to EU regulation No 10/2011.

