

# Interest rises in entry-level digital printing solutions

By **Katrin Hoffmann**, PR manager at DTM Print.

Converters all across the globe realised that only relying on typical long runs of analogue and digital label prints are no guarantee to keep or expand their business, even though these types of jobs still can comprise a large portion of their production.

Customer requirements changed and evolved, including sampling, shorter run lengths, personalisation, more substrate variety and increased SKUs. Blocking of large machinery to produce such small jobs makes economically no sense.

Two other aspects growing more and more in importance are environment and sustainability. In the past customers just ordered a large quantity of (mostly) generic labels, stored and then used them until they were out of stock or worse became out of date. Those out-of-date labels were just thrown away. These days customers want to order exact quantities in time, rather than a percentage of 'overs'.

All of those customer requirements can be fulfilled with digital printing. Converters can produce labels in the amount customers need, can offer personalisation, a large variety of label substrates and do all that with a technology that is more environmentally friendly than other technologies as it reduces print wastage and uses no chemicals, water, or plate making.

To start with a smaller desktop solution is a smart move as converters can test waters

without investing too much money when they are beginning to make room for digital inkjet printing solutions in their business. And when the product works for them the return on investment is a lot quicker instead of buying a huge label production system. Like commercial printers, converters find that inkjet technology makes it easier and faster to produce labels and packaging. Moreover, inkjet lets providers quickly produce short-run, personalised packaging with the level of quality that rivals offset.

On top of that there are several desktop label printing solutions out there to choose from. Even within the desktop range converters can choose between solutions for very small-runs of just a couple of hundred labels and more industrial run lengths of a couple of thousands. So, depending on what kind of customers the converter is normally working with, what their needs are or what kind of new customers converters like to attract they are not limited to one desktop solution.

DTM Print offers the LX-Series printers, which are known in the printing industry as entry-level desktop colour label printers, using the latest in inkjet technology. Inkjet technology has been in widespread use for many years in home, office and even professional photo and poster-printing applications. But because it had not been used extensively in the label industry, many people

thought that it was not robust or waterproof enough to produce primary product labels. With today's state-of-the-art inkjet technology, just the opposite is actually true.

In addition, the development of inkjet printing continues. Just recently DTM Print introduced a new, optional ink cartridge for the LX-Series colour label printers LX600e, LX610e Pro and LX910e. This ink cartridge is called "CMY+ Ultra Black" and is a single tri-colour ink cartridge.

The LX-Series printers use cyan, magenta and yellow inks to produce process black, which has many advantages over the carbon black inks used by other colour label printers. These include better water resistance, compatibility with a broader range of specialty label media and more resistance to smearing.

As an optional upgrade to the standard CMY ink cartridges, CMY+ Ultra Black has several unique features that make it an excellent choice for certain users:

- **Blacker Blacks.** Some customers need a "true" black due to the design of their labels. CMY+ Ultra Black delivers just that: One of the darkest, most consistent blacks you'll find on desktop inkjet colour label printers in this class.
- **Sharper Black Text.** Because CMY+ Ultra Black uses dye-based cyan, magenta and yellow that prints at 1200 dpi, the printer's black text also prints at 1200 dpi. Most comparable colour label printers print black text at 600 dpi due to their black inks' carbon black or pigment components. Especially on small text, the superior print resolution with CMY+ Ultra Black is very noticeable.
- **Superior Water Resistance.** CMY+ Ultra Black, when used with tested and approved substrates, is the most water-resistant ink ever offered by Primera. DTM Print offers a large variety of label substrates under the brand "Genuine DTM Label Stock" and will help users to find the best material for their application.

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