

ATTRACT ATTENTION!

How to enhance the value of your product by adding a touch of elegance and luxury.



Whether your product is cosmetics, perfume, wine, gourmet food or another luxury brand, it is vital to get it right when it comes to the label. The perfect product label can set you apart from the competition. While some high end brands are able to secure a strategic location or specially crafted displays, competition still exists. A creative and personalised label design is a must to win a customers' attention. Not only does it communicate important information about your product but it also represents your brand. In order to advertise innovative and attractive luxury packaging offer customers the possibility to add a personal touch! That makes it more individual and displays real exclusivity to any present.

PERSONAL BEST

DTM Print, international OEM and solution provider for specialty printing systems, offers a wide range of label printers for a fast and flexible on-demand personalised label production including the LX500e color label printer from US manufacturer Primera Technology and DTM Print's own FX510e foil imprinter.

The LX500e, with its small footprint of just 26.4 x 18 x 38.9 cm (WxHxD), is an entry level model. Due to its small size it is perfect for all kinds of point of sale applications, private labelling and test marketing. An optional built-in guillotine cutter is included in the LX500ec model and both the LX500e and LX500ec print labels up to a width of 108 mm.

The LX500e features the latest in inkjet printing technology, which uses only one colour cartridge with integrated printhead realising photo-realistic printouts. The high yield tri-colour cartridge simplifies operation and ongoing maintenance and minimises downtimes during ink replacement. Process black is dark and crisp and uses no more ink than a separate black ink tank would need. Another benefit is the interchangeable dye or pigment ink, which makes it possible to produce best quality labels by printing with dye or pigment ink all in the same printer by simply changing out an ink cartridge. Choose dye ink for brilliant, eye catching prime labels or pigment ink for highly water and UV light resistant labels.

EYE CATCHING EXPERIENCE

The choice of the perfect label material is an important aspect to be considered in the label production process. Why stick with standard paper, when you can have something special? There is a whole range of premium materials better suiting the requirements of a luxury product. Under the brand 'Genuine DTM Label Stock' DTM Print offers a large variety of approved labels substrates for inkjet based label printers. For example, DTM Poly Gold or Silver High Gloss help to underline the high quality of the product with their eye catching appearance. And the DTM Metallic Gold or Silver Brushed adds an exceptional brushed surface, giving the gold or silver labels an industrial modern look while the feel is still smooth, glossy and without grooves or structure. There are also alternatives to a plain paper material available, such as the new textured DTM Structured Paper Gloss or the natural looking DTM Paper Matte Nature.

GETTING NOTICED

Another option to get your products noticed and to give them a luxurious touch is the use of metallic foil. The label itself appears precious and emphasises the quality and value of each product. DTM FX510e foil imprinter is the perfect accessory to any inkjet or laser label printer. It highlights

blank or already pre-printed labels by adding gold, silver, metallic red or blue design elements like borders, graphics and fonts. Various other spot colours and clear laminating foil are also available. With the latter, partial glossy add ons, comparable with an UV coating, can be applied to the product labels.

It is a fact that labels with metallic colours attract more attention.

That is why hot stamping on labels has been popular for so many years. However, hot stamping has a number of challenges including expensive set up costs. Ordering

a plate takes time, and you cannot change the image without incurring more expense. And, there is almost always a minimum run of thousands of labels. The DTM FX510e foil imprinting system changes all that. The process is 100% digital, so virtually any design can be printed. You can easily add brilliant elements to pre-printed or blank product labels.

In summary, the combination of label printer, label stock and the right finish makes the difference in conveying a message of luxury and elegance and to let your product stand out even more in retail shelves, resulting in increased sales.

