

Sweet Dreams Come to Life with Eddie

Bespoke baked goods are more in demand than ever. This British entrepreneur uses the direct-to-food printer 'Eddie' to add that personal touch to her delicacies.

For Hanane Roche baking has always been her secret love. Her Essex-based company 'Colourful Bites' has been producing macarons in different flavours and colours for private and corporate events since 2017. The company runs an online shop (colourfulbites.co.uk), through which customers can order their macaron creations as gift boxes, special shaped cakes or dessert tables. Hanane also offers bespoke macarons. But when more and more orders came in, she was faced with the challenge of how to produce personalised baked goods fast and cost-efficiently. For her bespoke macarons, Hanane initially printed on icing sheets, cut the pictures out with a cutting machine and then stuck them on macarons. Sometimes she wrote on them by hand. Both ways are very time-consuming, involve several steps and are also very expensive in terms of the icing sheets. For example, 15 circles of icing paper with a 50 mm diameter cost around £18.50 or £1.23 each, not including wastage.

"They never looked so neat or professional as hoped and the product quality output was not consistent," says Hanane, describing the main drawbacks of the previous production process.

Since April 2021 though, she has been using the Eddie Edible Ink Printer and can thus offer personalised macarons with logos, images, photos or messages for any occasion. Eddie prints directly and in full-colour with edible ink onto all kinds of baked goods and sweets. The edible ink meets all FDA and EU standards for use as a food additive. Print objects can be transported to the printer either manually or automatically.

With Eddie you can print full-colour directly onto the surface of many food items quickly and easily!



At The Cake & Bake Show, DTM Print will demonstrate live the features and functionality of Eddie Edible Ink Printer at their stand D50.



For her macarons, Hanane chooses the printer's manual feed and a special 'macaron tray'. By using the manual feed option, food objects with a maximum print area of 120 x 120 mm and a height of up to 27 mm are possible – perfect for a completely assembled macaron.

The 'macaron tray' is one of several food trays designed especially for Eddie by DTM Print, an international solution provider for specialty printing systems. By using these trays, production of multiple items in one run (for example up to five macarons) is easy, precise and depending on the item faster too. DTM Print also offers the service to produce trays according to customer specifications. Since the purchase, Hanane uses Eddie daily, producing 500 macarons or more per month and printing them 10 times faster and at a lower cost than before. Printing on a 50 mm diameter macaron now costs less than £0.08 depending on the ink coverage.

"Faster production and good-looking personalised products that everyone loves" are the advantages the creative pastry chef sees in Eddie. "It will bring your product to another – better – level. So, I would definitely recommend the printer to other bakers, sweets and confectionary manufacturers," she summarises her experiences.



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