

# THE POWER OF PERSONALISATION

Introducing DTM Print's invaluable label printing system for point of sale applications.

According to the Oxford Dictionary 'to personalise' means to 'make (something) identifiable as belonging to a particular person'. However as simple as the description behind this concept may sound, the implementation is very diverse especially when it comes to product personalisation. The ever growing desire for exclusivity through uniqueness is a market development that encompasses many industries including cosmetics, food, drinks and hospitality.

Probably the easiest way to make a product more special, more unique, is by personalising its label. Either by offering a selection of name variations, different colour and design templates, personalised messages or by including individual photos. The possibilities are almost endless. Nevertheless, you should decide carefully how much room for individuality you are willing to offer to customers without risking that the label production turns into a money pit.

As a business, you can either offer personalised labels as an additional service through your website or you can decide to go for an on-demand printing solution, which allows customers to personalise a product with a label that contains a photo or individual text before having it printed live at the point of sale to take away. The main advantage of such live printing solutions is exactly that it doesn't take days or even weeks until you receive the personalised product. You just wait a few moments and then can take it home. Same speed is required for hospitality applications such as entry tickets and wristbands, visitor badges or ID tags.

Since space in stores is limited and expensive the required space for such in-store solutions must be as small as possible. If this is the case, using live printing services at sales promotions such as road shows, festivals and concerts are also possible. In

addition, the print quality has to mirror the quality of the product and the solution itself must be as maintenance free as possible. And you should keep in mind that only a minimum number of labels are produced at once. In fact, most times customers using your point of sale printing service will just print one or two labels for the product they would like to purchase. Same applies if you are looking for a solution to print your entry tickets or badges right at the venue or event location.

## FIRST STEP: THE PRINTER

DTM Print offers a wide range of label printers for a fast and flexible on-demand personalised label production including the DTM CX86e colour tag printer.

Meeting the requirement for a compact solution suitable to place at any point of sale, the DTM CX86e is the logical choice with a footprint of just 20 x 38 cm and a height of 19.5 cm. This is the world's smallest LED dry toner label printer and is therefore perfect to produce versatile and professional colour labels and tags directly at point of sale. The DTM CX86e uses the latest digital LED technology. Meaning the produced labels are pin sharp, waterproof and UV resistant.

Because of its small size and low weight (9.5 kg) the printer can be used almost anywhere and is easy to transport. If placed in your store, restaurant or hotel reception desk, you can print full colour labels, ID tags with photos, entry tickets, visitor badges or wristbands, value added receipts,



price and promotion stickers, coupons and vouchers featuring special promotions or you can customise your product adding a personal message to a label directly in your store and on-demand.

Another aspect to keep in mind: a possible downtime of the printing hardware (eg during cartridge changes) should be as minimal as possible. Nothing is more frustrating for customers than having to wait for their individual label longer than planned. Therefore, special attention was paid to a simple operation. All you need to do is change a toner cartridge that guarantees thousands of prints, and the device is ready to use again in just a few seconds. This eliminates the need to stock individual toner cartridges, which saves money and simplifies inventory management. Further components of the printer such as drum unit, transfer belt and fuser have been designed for a long service life with more than 100,000 prints and can also be replaced in a few seconds.

You also feed your dry toner approved labels and tags externally via roll, continuous feed paper in zigzag folding or single sheet. Operation should be intuitively easy and fast not only for the customer when printing the personalised label but also for the staff maintaining the printer or replacing consumables without great effort.

## SECOND STEP: THE LABEL MATERIAL

There is a vast variety of label materials available. The texture, feel, look and functionality should correspond with the purpose the label fulfils. Depending on the application the label for example has to be water or UV resistant, has to convey a natural and organic feel, has to be thicker (eg for name tags or tickets). Hence, choosing the right label material is supporting the message of your label.

To guarantee the best print results DTM Print recommends its Genuine DTM Dry Toner Label Stock. A wide range of approved matte, semi-gloss and high gloss materials are available, allowing you to precisely match your substrate requirements. The company has many standard sizes available and any material is available as custom made size.

The DTM CX86e is a powerful and cost effective printer for point of sale applications that enables you to produce versatile and professional colour labels and tags that maximise advertising impact to attract the customers' attention and to ensure higher sales.

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 months for free after registering the product on the company website within 30 days of purchase.

More information about the DTM CX86e is available at [dtm-print.eu](http://dtm-print.eu)