

# Print greener with LX610e Pro

With so many label printing options available, why might the LX610e Pro colour label printer be the solution for your needs?

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 printers available that manufacturers and producers can choose the right solution that fits their requirements and needs, especially when they want to move label printing in-house.

More and more companies are taking that step and deciding to print their own labels. The reasons for that vary, from not wanting to rely on external suppliers to avoiding having to place higher volume orders than they actually need just to get a good price. Or wanting to be sustainable and environmental-friendly, where ordering more than you actually need would contradict that.

Producing labels in-house allows businesses to take advantage of printing on-demand with the right solution, including printing exactly what you need, which leads to less stock and less wastage.

## USPs

DTM Print offers a range of different label printers. One of them is the LX610e Pro colour label printer, with the unique feature 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:

- Print quality, with colour inkjet printing in high-resolution – even at the fastest print speeds;
- Interchangeable dye or pigment inks, allowing in the blink of an eye the ink cartridge to be swapped out to print either

with dye-based ink for brilliant, eye-popping colour or with pigment ink for maximum durability against water and UV light;

- Super low maintenance, as the printer utilises an ultra-high capacity single three-colour ink cartridge meaning users 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; and

- A green footprint, with LX610e Pro being eco-friendly and sustainable solution with very low energy consumption, an ultra-low weight made possible by using less material, non-toxic ink supplies and 100% recyclable components.

DTM Print offers great additional benefits with all its products such as free label design software, a three-year warranty, support and service through local partners, and a large variety of approved label substrates under the brand 'Genuine DTM Label Stock'.

## On a roll

To produce exceptional product labels for all kinds of applications, such as food and healthcare products, you not only need advanced print technology as integrated in colour label printers offered by DTM Print but also high-quality material.

One such substrate, which has been designed specifically for products where an authentic, natural and ecological look is desired, is 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.



For more information about the DTM Print portfolio visit <https://dtm-print.eu>

