

Attract Attention!

How to enhance the value of your product by adding a touch of elegance and luxury as explained by **Katrin Hoffmann**, PR manager at DTM Print.



Whether your product is cosmetics, perfume, wine, gourmet food or another luxury brand, it's 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.

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 LX500ec Color Label Printer from US manufacturer Primera Technology and DTM Print's own FX510e Foil Imprinter.

The LX500ec Color Label Printer with its small footprint of just 26.4 x 18 x 38.9 cm (WxHxD), is an entry-level model with a built-in guillotine cutter. Due to its small size it's perfect for all kinds of point-of-sale applications, private labelling and test marketing. LX500ec uses only one colour cartridge with integrated printhead realising photo-realistic printouts. The high-yield tri-colour cartridge simplifies operation and on-going 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: 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.

The choice of the perfect label material is an important aspect to be considered in the label production process. Why stick with standard paper? 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 brand-new textured DTM Structured Paper Gloss or the natural looking DTM Paper Matte Nature.

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 emphasizes 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 additions, 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: expensive set-up costs and ordering a plate takes time. You cannot change the image without incurring more expense. And there is almost always a minimum run of thousands of labels. With the DTM FX510e the process is 100 per cent digital, so virtually any design can be printed.

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.

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