



A greener picture

That being said, your business does have options, and you'll find that often the best thing you can do is shop around for the most energy-efficient equipment. This is when you'll start to see a difference in energy consumption, and this is something DTM Print has done with its products.

The original equipment manufacturer has spoken out about the benefits of producing labels in-house as they enable businesses to reap the benefits of print-on-demand. These benefits include being able to print the exact number you need, leading to less stock and less wastage. DTM's LX610e Pro combines colour inkjet label printing with a built-in digital die-cutting mechanism. It produces fantastic results in high-resolution and is an eco-friendly

As energy bills spiral out of control, manufacturers are working tirelessly to find ways to reduce consumption, putting in place as much as they can afford in terms of building improvements and installing renewable sources of energy

installations 'tailored' to the end-user's requirements. Originally founded in 1986, a passion for computers and love for the Amiga characterised the first years of the company. At that time, DTM dealt with graphics tablets, provided computer-aided services on customer request, and soon became a dealer of branded PCs and Commodore Amiga computers with all accessories.

After a name change in 2001 to Primera Europe, the product portfolio expanded from CD and DVD duplication and printing systems to colour label printers and other special printing systems for industrial and medical applications. In 2019, the company became DTM Print, and today it has more than 40 employees, 1,500sq m in offices, and 1,200sq m of storage space.

Guy Boxall, senior sales manager UK of DTM Print, highlights some of the ways companies can make tweaks to be greener: "Small savings can be made by staff only using what energy is really needed. Switching lights and heating off when not needed, shutting down computers at the end of the working day, and closing doors – all obvious, but rarely done. The UK government offers a range of supporting schemes, including loans, grants and subsidised energy-saving measures to support small businesses, reducing their impact on the environment and utility bills."

Katrin Hoffman, PR manager of DTM Print, continues: "There are similar sup-

porting laws initiated in many different European countries, like Germany. Some of them support private households. Others support businesses."

DTM placed solar panels on the roof of its building a few years ago and has seen massive benefits by switching to green energy solutions. The initial cost might seem like quite a lot, but when you think about how much money it could save your business in the future, then it certainly seems like an investment to make, not just to combat the energy crisis but to play a part in saving the planet as well.

Investing in greener technology is a

big win for DTM Print, and it's something the company wants to continue doing in the future. Hoffman says: "We look for products to sell that save resources not only while being used but also when being produced. One example is the DTM CX86e Colour Tag Printer. "As the world's smallest colour tag printer (198 x 195 x 380 mm), the CX86e has a small footprint in every sense. Less plastic and metal components are used in manufacturing the CX86e, and it uses LED technology which is designed to last the printer's lifetime."

Hoffman continues: "LEDs use less power consumption than more conventional laser printing technologies. The time it needs to first print, and its high print speed makes it one of the most environmentally friendly colour tag/label printers available today."

The energy crisis looks here to stay, but if anything, it's further showcasing the resilience of this industry, as companies look to innovate and change the way they function for a positive impact on the planet so they can rid their dependence on fossil fuels.

Hoffman concludes: "Saving resources and energy is and always will be very important, not just because of the energy crisis we have now, but also to give our children a future. I see a lot of effort from so many manufacturers and suppliers in the label printing industry."

