

## DTM Print announces new date coder and label line



### DTM Print has announced the introduction of its new AP-CODE Date Coder and DTM EcoTec Label Line of eco-friendly labels.

DTM Print's new AP-CODE Lot and Date Coder accessory for the label application process adds the feature of printing dates, lot codes and text directly onto glass, metals, plastics and laminated labels.

Manufactured by Primera Technology, Inc., the compact date coder can be easily installed to the AP360e and AP362e Label Applicators to create one integrated machine that prints lot codes, dates and more directly onto round containers while labels are applied. It doesn't need a separate power supply and includes a full-colour touchscreen to enter data and configure date and lot codes. The print fields are free-format and can include letters, numbers and symbols, and formats can be stored for later use to speed up production. AP-CODE can add information without the need to simultaneously apply a label and can also print on pre-applied labels. It uses a single black solvent-based ink cartridge that is long lasting, immediately dry, waterproof, scratch- and UV light resistant. Decap time, during which the cartridge can remain uncovered, is more than 24 hours, eliminating clogs and needing to cap print heads overnight.

"AP-CODE, in combination with the AP360e and AP362e Label Applicators, eliminates the need of applying extra labels or using hand-stamping devices to add lot codes, dates or texts to your container," says Lea König, the brand's product manager for labelling solutions. "That's a huge benefit for our customers as it significantly increases their production efficiency."

Labels are a crucial and important 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, photo-realistic 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. When buying a product, consumers also take into account how sustainable the product packaging and the used label are. Hence the question is plastic better than paper or vice versa? There is no general answer to this question. When it comes to recycling, the recycling process needs to be looked at more closely. For example, having a paper label on a plastic packaging means that these two materials can't be properly and automatically separated in the recycling process. This would then have to be done manually by the consumer when separating waste at home. If the material is not separated in advance, the only way to recycle is thermal recycling, in other words waste incineration.

#### Solution: Mono-Packaging

However, if the same materials are used for packaging, for example a PET label on a PET bottle with a PET cap or a paper label on a cardboard box, this so-called mono-packaging can be recycled as a whole and without the consumer having to manually separate different materials. In addition, the sustainability of a packaging can be increased by using environmentally friendly labels.

### That in mind, DTM Print officially launched a new label line of eco-friendly, recycled or natural labels, called DTM EcoTec. The initial four inkjet materials that are part of the EcoTec line are:

- DTM EcoTec Grass Paper: The natural grass fibres of the label not only give the paper material its unique, natural look, but also reduce the amount of process water needed in the production process. The adhesive is an acrylic dispersion, permanent, solvent free and can be in direct food contact according to EU regulation No 10/2011.
- DTM EcoTec Paper Matte Nature: This paper label is made from 100% recycled backing from used label rolls.
- DTM EcoTec Poly Clear Gloss R90: It's a glossy clear poly label, which consists of 90% post-consumer recycled (also known as PCR) PET material. It features the same clarity, mechanical properties and printing characteristics as its non-PCR counterpart "DTM Poly Clear Gloss". Using PCR material also establishes more recycling volume for the plastic production process and industry.

"To produce exceptional product labels for all kinds of applications you not only need advanced and resource-friendly print technology as integrated in our colour label printers but also high-quality material," explains Albion Bekolli, label specialist at DTM Print. "Every product leaves a footprint on our planet and using label material that is environmentally-friendly and sustainable helps to keep it as small as possible."

More information about mono-packaging and DTM EcoTec Label Line and the AP-CODE Date Coder are available at <https://dtm-print.eu>.



“With no tools required, AP-CODE installs quickly to the AP360e and AP362e label applicators”

