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INSIDE THIS MONTH

- Labelling colour in balance
- Sustainable packaging solutions



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Can I get a sample?



Introducing DTM Print's label printing system for sample production

Product samples are a great way to test how well new products, different variants or mixtures are received by consumers. Especially – but not exclusively – the cosmetic industry benefits from giving out product samples at the store, at trade shows or as part of deliveries. Other industries include coffee, tea, artisan food, confectionery and sweets. It's a win-win for both sides – the consumer gets that nice little "extra" and they can try out new products for free and the producer uses it for market research, (test) marketing and prototyping.

Well-known sample packaging for products are stand-up, flat-bottom and flat pouches, which can be ordered to be designed and printed the way you like at printing houses. But as more and more manufacturers migrate from outsourcing labels to bringing the production in-house, it would be great to have a printing solution that can print directly on flat pouches. Producing product labels in-house comes with a lot of benefits like less stock, less wastage and print on demand as needed and less timescales from design to the printed label. All of that allows companies to be independent from external suppliers and flexible to market changes.

DTM Print offers a wide range of label printers for a fast and flexible on-demand label production including the DTM CX86e Colour Tag Printer. The CX86e is a very compact solution with a footprint of just 20 x 38 cm and a height of 19.5 cm. Because of its small size and low weight of just 9.5 kg the printer can be used almost anywhere and is easy to transport. With a wide range of interfaces such as USB, Ethernet, optional WLAN and control interfaces, the CX86e can be used as a stand-alone unit, in a network or in an automated environment without any problems.

With this LED dry toner printer high-quality full-colour prints can be produced within seconds directly in production, at the point-of-sale or at various places of use. The CX86e uses the latest digital LED technology. During the electrophotographic LED printing process the image is developed on a light sensitive drum, then it is transferred by electrostatic charge via an image transfer belt and fused by heat to the media. Meaning the printed output is pin sharp, waterproof, UV- as well as chemical-resistant and therefore very durable. As LED printheads have no moving parts, unlike the classic laser technology, significantly less raw materials are consumed in the



manufacturing process, and a space-saving design and a significantly longer service life are achieved.

Special attention was paid to simple operation. Only a three-colour toner cartridge, that guarantees thousands of prints, needs to be changed. This eliminates the need to stock individual toner cartridges and the device is ready to use again in just a few seconds. 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 by the user in a few seconds.

The external material feed of dry toner approved labels and tags are possible via roll, continuous feed paper in zigzag folding or single sheet. The built-in

rotary cutter enables the production of labels with a length of 53 - 551 mm. Optionally, the printer can be retrofitted with a presenter module. Here a label is printed, the printer waits until it has been peeled off before printing the next label.

Besides printing labels, you can produce ID tags with photos, entry tickets, visitor badges or wristbands, value-added receipts, price and promotion stickers, coupons, vouchers and now also flat pouches. DTM Print offers all kinds of (label) materials under its brand Genuine DTM Label Stock – one of them being the new DTM Poly Flat Pouches. Using flat pouches, cosmetic products are packaged hygienically, safely and sustainably, but above all in an eye-catching way. The DTM Poly Flat Pouches can be printed like any other label material. Meaning businesses use the CX86e to print photos, illustrations, graphics, text and bar codes in full-colour on both sides of the pouch and therefore produce a packaging in the way that best suits their brands. In addition, flat pouches offer a high hygienic protection against oxygen, moisture and UV radiation. After printing, DTM Print's flat pouches can be sealed with a foil sealer and are perfect for handing out professional samples to customers.

For more product information:
<https://dtm-print.eu>