

DIGITAL LABELS & PACKAGING

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The Power of One

New all-in-One solution for an efficient
and profitable label production



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Eco-Friendly Product Labelling

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. In addition, labels contain plenty of information 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. It is important though that the same materials are used for a packaging, for example a PET label on a PET bottle with a PET cap or a paper label on a cardboard box. Unlike composite packaging mono-packaging can be recycled as a whole and without the consumer having to manually separate the different materials that composite packaging are made of. If that doesn't happen in advance the only way to recycle is thermal recycling, in other words waste incineration.

In addition, the sustainability of a packaging can be increased by using environmentally friendly labels. DTM Print has bundled its selection of eco-friendly, recycled or natural labels under the new label line DTM EcoTec. As of now, the following four materials are part of the EcoTec line; further substrates will follow:

- **DTM EcoTec Hemp Paper:** This label consists of 100% hemp fibre. Hemp can be harvested up to three times a year, plantation trees only every seven years. Thanks to its fibres, which are five times longer than wood pulp, the material is particularly tear-resistant and can be recycled very often.

- **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 is 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.

In addition, the water-soluble adhesive of the aforementioned labels is below 0.01%. That means, it also passes the recycling process without affecting the recycled material.

Eco-friendly printing solution

DTM Print offers a range of different colour label printers. One of them is the LX610e Color 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, using an intuitive software with auto-trace function that will automatically find the edges of the artwork to print and cut out the label shape regardless of the complexity. LX610e supports an eco-friendly and sustainable business approach with a very low energy consumption, ultra-low weight by using less material, non-toxic ink supplies as well as 100% recyclable components.

"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: dtm-print.eu

