

# SOLUTIONS

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# BOOK SMART

ROUTE 1 PRINT DOUBLE DOWN ON BOOK AND MAGAZINE PRODUCTION

# MAKING INNOVATIVE LABELS EASY

DTM Print offers desktop label printers for unique label runs as well as for industry applications.

There are many different reasons for the need of short run labels: for use on prototype products, promotional campaigns, and perhaps most often, because a company offers many different products that are all produced in smaller quantities. Another reason is the need to print variable data on product labels such as serial numbers, barcodes and other variable data fields. Even more common is the need to print, in a single run, 'x' number of one label followed by 'y' number of another label for 'z' number of different formats. While virtually impossible to accomplish on traditional analogue equipment, this capability is fast and easy with the colour label printers DTM Print is offering. This company offers both inkjet or dry toner printers. Two of the inkjet models in the portfolio are the LX610e for uniquely shaped labels and the heavy duty LX3000e for large labels especially used in industrial applications.

## ANY SHAPE LABELS

The LX610e delivers photo quality labels in any size and shape.

It combines colour inkjet label printing at up to 4800 dpi with a built-in digital die cutting mechanism.

Users will find the LX610e invaluable for producing accurate label samples, prototypes and short runs for client approval before ordering expensive hard tooled or flexible dies. Short runs of hundreds or a few thousand custom labels can be produced without incurring delays and die costs.

Two different types of ink are available for the LX610e.

Dye based ink produces bright and vibrant colours that are perfect for prime label applications. Pigment based ink prints labels that are slightly less bright but stand up to sunlight and water for years. Because the printer utilises an ultra high capacity single CMY ink cartridge, users will only need to replace and keep one item instead of multiple. In addition, they get a new printhead each time they change the cartridge, simplifying maintenance and dramatically

lowering on-going operating costs for cleaning and service.

An innovative printer like LX610e is only as good as its software. PTCreat Pro can be used with Mac and Windows alike. PTCreat Pro allows the fast production of custom labels of virtually any size or shape all in one process. An auto trace cut function in PTCreat Pro will automatically

find the edges of the artwork and is especially useful for printing and cutting label outlines and designs regardless of the complexity, shape or size. Additional tools include layering, export of images and contour cutting around intricate artwork. The LX610e is sold by DTM Print in a special bundle that offers the best to customers. This LX610e Pro bundle includes the printer, the PTCreat Pro Software and one roll of DTM Paper Semi Gloss.

## LARGER LABELS

If larger labels are needed the LX3000e is the right fit, as labels up to 210 mm wide and 610 mm long can be printed. The LX3000e is ideal for users that need to print up to 10,000 labels per day. Other users will find the very low operating costs to be just as advantageous. The rugged construction helps to protect the printer and makes

it suitable for use in mechanical and plant engineering, or when electromagnetic screening (EMC) is required. The LX3000e is available as a dye ink and a pigment ink model, with the pigment inks offering more stability against harsh conditions including water, chemicals, abrasion and exposure to long periods of UV light.

The printer features a new ink system called 'Big Ink' that comes with large, individual ink tanks and a reusable thermal inkjet printhead. Each separate CMY tank holds 60 ml of ink. Pre-primed, user replaceable printheads have another 42 ml of ink, for a total of 222 ml 'out of the box' ink.

Producing labels in-house and on-demand not only saves time, but also saves storage and warehousing costs by eliminating obsolete label inventory. In addition, labels can be easily personalised offering additional business opportunities.

