

# News Release

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## **LX610e Pro – desktop inkjet label printer with integrated x/y cutting plotter**

*ProSweets 2022: With the LX610e Pro short label runs of any size and shape can be produced while leaving a green footprint.*

**WIESBADEN, GERMANY** (24 November 2021) – The **LX610e Pro** is the only full-colour, desktop label printer/plotter in the world that delivers photo-quality labels in any size and shape. It combines colour inkjet label printing with a built-in digital die-cutting mechanism. The printer features a built-in die-cutting knife blade for cutting labels into custom shapes and sizes and also a built-in “pizza-wheel” style cutter for horizontal cutting of labels. DTM Print, international OEM and solution provider for specialty printing systems, will present the LX610e Pro at ProSweets Cologne, the international supplier fair for the sweets and snacks industry at Cologne Exhibition Center, from 30<sup>th</sup> of January to 2<sup>nd</sup> of February 2022. DTM Print will await visitors at stand J071 in hall 10.1.

Compared to other similarly priced colour label printers, the LX610e Pro offers outstanding advantages:

- **Print Quality:** colour inkjet printing at up to 4800 dpi without horizontal banding – even on the fastest print speeds.
- **Interchangeable Dye or Pigment Inks:** with a blink of an eye the ink cartridge is swapped-out to print either with dye-based ink for brilliant, eye-popping colour or with pigment ink for maximum durability against water and UV light.
- **Super Low Maintenance with Single Ink SKU:** the printer utilises an ultra-high capacity single CMY ink cartridge. Users will only need to replace and keep on-hand one item instead of multiple. In addition they get a brand new printhead each time they change the cartridge, simplifying maintenance and dramatically lowering on-going operating costs for cleaning and service.
- **Green Footprint:** eco-friendly and sustainable with ultra low energy consumption, ultra low weight by using less material, non-toxic ink supplies as well as 100% recyclable components.

In addition, the **LX610e Pro** integrates digital die-cutting, a unique feature in the desktop printer market. In combination with DTM Genuine Label Stock it

produces labels in any size or shape without die costs and waste due to overproduction.

The LX610e Pro includes the easy-to-use software PTCreat<sup>TM</sup> Pro 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. Furthermore, both printers come with the label design software BarTender UltraLite and NiceLabel Free 2019 DTM Version. For registered customers using macOS DTM Print offers a free version of the Swift Publisher by BeLight Software.

The LX610e Pro is popular for developing new products helping manufacturers with label design, proofing and trial fitting labels to their containers or packaging, as well as printing short runs of labels. It is not limited to printing one repeated design at a time. It is possible to print and cut out a set of label shapes, say those needed for the front and back and neck of a bottle for example.

In order to use the full performance spectrum of the LX610e Pro and to be able to start immediately with the individual label production, DTM Print offers its customers an attractive benefit package at a price of € 2,495 (MSRP), consisting of the printer, the PTCreat Pro software, a roll of DTM Paper Semi Gloss die-cutting label material and a guaranteed 3-year warranty.

DTM Print provides its customers a wide selection DTM certified Genuine Label Stock for both inkjet printers: starting with matte and glossy papers extending to transparent, matte and glossy polyester films as well as specialities like metallic gold and silver, holographic or pre-coloured substrates. All materials are available as pre-die cut or continuous material. Die-cutting substrates with enhanced backing for digital cutting with the LX610e Pro is also available and certified by DTM Print.

For all units within the EU (including EFTA countries) DTM Print offers up to 36 months warranty: 12 months provided with the purchase and the option of extra 24 months for free after registering the product on the company website ([register.dtm-print.eu](https://register.dtm-print.eu)) within the first 6 months of purchase.

Complete product details are available at [dtm-print.eu](https://dtm-print.eu). Follow DTM Print on Facebook at <https://www.facebook.com/dtm.print.1986/> and on Twitter at [https://twitter.com/DTM\\_Print\\_](https://twitter.com/DTM_Print_).

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#### **About DTM Print**

DTM Print, a member of the DTM Group, is an international OEM and solution provider based in Germany. Established in 1986, the company is a pioneer in specialty printing and has experience in developing individual printing services for over three decades. Beside its own products, the company works closely with well-known manufacturers to provide the best possible printing solution. DTM Print sells these products and services through authorised resellers and distributors in Europe, Middle East and Africa. More information about DTM Print, its history and products is available at [dtm-print.eu](https://dtm-print.eu) or contact DTM Print in Germany by phone at +49 611 92777-0 or by e-mail at [sales@dtm-print.eu](mailto:sales@dtm-print.eu).