

# News Release

For more information: Anke Both

DTM Print GmbH  
Phone: +49 (0) 611 92777-0  
FAX: +49 (0) 611 92777-50  
E-Mail: [presse@dtm-print.eu](mailto:presse@dtm-print.eu)  
WWW: [dtm-print.eu](http://dtm-print.eu)



## **LX610e - world's first desktop inkjet label printer with integrated x/y cutting plotter**

*LX610e Color Label Printer produces short runs of high-quality labels in any size or shape without custom dies*

**WIESBADEN, GERMANY** (29 January 2020) – DTM Print, international OEM and solution provider for specialty printing systems, today announced the EMEA sales start of new the LX610e Color Label Printer, the latest product of US manufacturer Primera Technology, Inc.

The LX610e 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 at up to 4800 dpi 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.

LX610e includes an easy-to-use software for laying out print and cut files. That allows the fast production of custom labels of virtually any size or shape all in one process. Like any other desktop colour label printer the LX610e can also be fed with standard pre die-cut labels and tags for just printing.

The maximum print width of LX610e is 104 mm (4.1") when using the die cutting function and 127 mm (5") when using just the printing option on pre-die cut label materials.

Professional print businesses, label converters, advertising agencies, graphic design shops and other print providers 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. Small businesses can print their own short runs of hundreds or a few thousand custom labels, without incurring delays and die costs, while continuing to send their longer runs to label production shops. That provides them even more value and flexibility.

Two different types of ink are available for the LX610e Color Label Printer. 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.

DTM Print provides customers a wide selection of inkjet label substrates including matte and glossy paper, polyester and polypropylene, all available as pre-die cut or continuous material. Die-cutting substrates with enhanced backing for digital cutting is also available and certified by DTM Print.

An innovative printer like LX610e is only as good as its software. That is why with every printer purchased a copy of PTCreat<sup>TM</sup> is available for free download. This highly intuitive software allows all typical print and cut functions, including import of images, drawing of circles, squares, ovals, rectangles, starbursts and more.

Upgraded software, called PTCreat<sup>TM</sup> Pro, is sold separately and extends the capabilities of LX610e by adding many additional tools, including layering, export of images and contour cutting around intricate artwork. An auto-trace cut function in PTCreat Pro is especially useful for printing and cutting complicated shapes and designs.

The LX610e Color Label Printer sells for € 2,495 (MSRP) and is available through authorised DTM Print resellers and distributors in Europe, Middle East and Africa. The PTCreat Pro software costs € 150 (MSRP) and is only available through the DTM Print web shop.

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

Complete product details are available at <http://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. DTM Print represented the US company Primera Technology, Inc. under the name Primera Europe GmbH in EMEA for many years. 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 <http://dtm-print.eu> or contact DTM Print in Germany by phone at +49 (0) 611 92777-0, by FAX at +49 (0) 611 92777-50 or by e-mail at [sales@dtm-print.eu](mailto:sales@dtm-print.eu).

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