

# News Release

For more information: Katrin Hoffmann

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)



## New LX3000e Color Label Printer With 'Big Ink'

*All-new Big Ink™ system delivers very low costs per label with outstanding speed and print quality.*

**Wiesbaden, Germany** (21 July 2021) – DTM Print, international OEM and solution provider for specialty printing systems, introduces the new LX3000e Color Label Printer.

LX3000e, manufactured by Primera Technology, Inc., is the latest addition to the well-known LX-Series of desktop full-colour label printers and uses the same proven and reliable platform as the popular LX910e Color Label Printer, but with the addition of large, individual ink tanks and a reusable thermal inkjet printhead. The ink system is being called 'Big Ink' to differentiate it from other Primera models. Print quality is exceptional with native 1200 dpi resolution with a maximum print resolution of 1200 dpi x 4800 dpi. Labels up to 210 mm (8.25") wide and 610 mm (24") long can be printed. Print speed is up to 114 mm (4.5") per second.

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. Both dye and pigment models are available. Replacement ink tanks are easy to install without further priming for uninterrupted printing.

The Big Ink system on LX3000e uses latest technology dye and pigment inks optimised for brightness, durability, and optical density. The latter is particularly high for LX3000e's process black, resulting in the blackest black ever released by Primera in a CMY printer. Process black has many advantages for labels over the separate carbon black inks used by other colour label printers, including better water resistance, compatibility with a broader range of speciality label media, and more resistance to smearing on high gloss media.

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, powder-coated steel cover and all-steel frame helps to protect the printer in most office, warehouse, and factory environments.

LX3000e is compatible with Windows 7, 8x, and 10. A macOS printer driver will be available for download in the third quarter of 2021. Interfaces include Ethernet and USB 2.0 wired ports.

“The LX3000e is a desktop label printer that expands perfectly our portfolio of printing solutions,” says Andreas Hoffmann, managing director of DTM Print. “It combines the latest in ink technology, excellent print quality and exceptional low cost per label.”

DTM Print offers great additional benefits with all its products such as free label design software (BarTender UltraLite and NiceLabel Free 2019 DTM Version), three years warranty, support and service through local partners, and a large variety of approved label substrates under the brand ‘Genuine DTM Label Stock’.

“Besides label printers for different production volumes our product range includes label finishing solutions, applicators and metallic foil imprinters, providing installations ‘tailored’ to the end-user’s needs,” adds Mr. Hoffmann.

LX3000e sells for € 2,895 (MSRP) and is available directly from DTM Print or through authorised DTM Print partners in Europe, Middle East and Africa. Shipping is set to start in late summer 2021.

Product details and videos 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. 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 [dtm-print.eu](https://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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