



Art and creativity meet flexible label production with the LX500ec

Herterich - Airbrush & Künstlerbedarf supplies its customers, amateur and professional artists from home and abroad, with a wide range of products for the most diverse art styles. With the LX500ec, they have the ideal assistant for their individual and CI-compliant label production.

Since 1992 Herterich - Airbrush & Künstlerbedarf has been supplying its customers in its retail store in Schweinfurt and since 1999 additionally via two own online shops (airbrush4you.de and urban-toolbox.de) with a selected range of paints and varnishes as well as painting and airbrush accessories. Frank Herterich, managing director and an artist himself, compiles the product selection for the different art styles in cooperation with other artists. The online shop airbrush4you.de has become one of the best airbrush shops in Europe over the last years.

For Frank Herterich and his team, to which also his son Sebastian belongs, customer focus, professional advice, top service and lean processes are the key to success to stand out from the competition of mail order companies.

In 2015, the family business launched its own brand for airbrush accessories under the name "Herterich Products", which now comprises three product series (AirbrushColor4you, CustomDesignColors and Herterich Basics).



As artists, Frank and Sebastian Herterich pay particular attention to the appearance of the labels. But also the haptics are of vital importance. That is why they have chosen a special matte material for the "CustomDesignColors" series to emphasise the premium quality of the handmade paints and varnishes.

Until now, the company has designed a standardised label for all colours and painting media and had it printed in large quantities by an online printer. As soon as the products were ready for labelling, a small thermal printer was used to print the actual colour tone as well as the article and EAN number on blank labels. The product was then labelled twice: first with the pre-printed sticker, then with the article information.

The lack of flexibility in design, as pre-produced labels had to be used up first, inefficient working due to double labelling, and the related tying up of resources led to the fact that the previous production method was questioned. An appropriate solution had also to be found to enable a consistent corporate identity (CI) and the desired visual differentiation between the three product series.

For Sebastian Herterich, who is among other things responsible for the marketing of the company's own brand "Herterich Products", the new solution had to meet the following requirements: individual and flexible label design, e.g. for special series for Christmas or for special colour sets, just-in-time production with on-demand printing and short finishing processes.

In 2018 he visited the Fachpack in Nuremberg to get an overview of the printers and printing solutions available on the market. During this visit he became aware of the LX500e Color Label Printer from Primera Technology, Inc. After a detailed product comparison, the decision was made to purchase the small and compact LX500ec with a built-in label cutter. For the LX500ec both pigmented and dye-based ink are available. Herterich uses dye-based ink because it produces particularly brilliant and vibrant colours, making it perfect for Herterich's expressive labels and its premium products.

In July 2020 the printer was purchased from the authorised DTM Print partner Karley Deutschland GmbH. "The friendly advice and competent support provided by Karley convinced us," Sebastian Herterich explains the decision.





As an international OEM and solution provider for label printing systems DTM Print not only offers own printing solutions, but also works closely with well-known manufacturers like Primera. The company then sells these products and services in the entire EMEA region through authorised resellers and distributors, in Germany among others via Karley Deutschland, with whose "5-star service" Mr Herterich is very satisfied.

From the start of operations in July 2020 the changes were immediately noticeable, as the inefficient working method described above was suddenly eliminated. In the first three months more than 2000 labels were printed, among others for the launch of the new third product series "AirbrushColor4you" and for the new labelling of the series "CustomDesignColors", where different labels were used in the past. Now that relabelling has been completed, approx. 50 to 100 labels are printed per week.

"Flexible label production with the LX500ec enables small companies like ours to implement a consistent product presentation and CI," says Mr Herterich, summarising the improvements. "The result is that, Herterich Products' now has an uniform appearance."



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