



DYMO®

Introducing NEW

DYMO® LetraTag® 200B





Introducing **DYMO® LetraTag® Bluetooth** labeler LT 200B

Intuitive mobile labeling for home, on-the-go, school or home office!



Automatically connects to Bluetooth, ready to create & print!



Compact size to easily carry and print anywhere in your home or on the go!



Easily create labels on Smartphone or Tablet with new, intuitive DYMO® app!



Introducing **DYMO® LetraTag® Bluetooth** labeler LT 200B



- Automatically connects to Bluetooth on smartphone or tablet – **instantly ready to print**
- Easily create labels on Apple or Android, Smartphone or Tablet with **new, intuitive DYMO® app**
- Direct thermal printing technology – **no need for ink cartridges**
- Powered by 4X AA Batteries (not included)
- Compatible with **DYMO® Authentic LetraTag® consumables for high quality print**: paper, plastic, metallic, and iron-on (12mm)
- Packaging made from **recycled** and **FSC® Certified** paperboard



- ✓ **RRP target:** Same as LT®100H
- ✓ **Invoice:** Same as LT®100H
- ✓ **Ship date:** September '22



Introducing **DYMO® LetraTag® Bluetooth** labeler LT 200B



Product	SKUname	EAN
2172855	DYMO LT BLU PRINTER EMEA	3026981728556



No ink or toner required



REACH



RoHS



ISO 9001



ISO 14001





Customer Profiles – Creative Crafter



WHO?

- 70% are female
- 76% are parents with children
- 3X more likely to be a millennial

Scrapbooking, home organization, cards & invitations, gifts, holiday decor, journaling, photo captioning

ATTITUDES, BEHAVIORS & DRIVERS

- 72% of people who do arts and crafts say their motivations include being creative and for fun and entertainment
- Enjoyment comes from being able to express yourself while also stepping away from screens
- Crafting has doubled in size since 2005 as it has now become a social activity
- Social media is a huge driver of crafting conversation and exploration
- Price is sensitive so often shop at craft stores, Walmart, Amazon and Target

WHAT THEY'RE LABELING



Scrapbooking



Cards & Gifts



Crafts



Journaling



Customer Profiles – **Home Organizer**



WHO?

Families w/ kids, ages 25-44

Label Administration, Kitchen,
Bathroom, Storage Areas, Kids'
Toys, Crafting & Clothing, School
Supplies

ATTITUDES, BEHAVIORS & DRIVERS

- Over 60% currently label but do not use an ELM
- As the manager of the home, there is pride in perfectly organized spaces
- Very busy with family tasks and individual responsibilities, but set aside time to organize their home to keep things running smoothly
- Organization is about more than saving time, it sparks joy

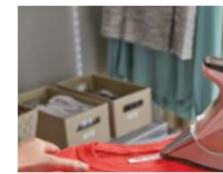
WHAT THEY'RE LABELING



File, folders, supplies



Crafts & Toys



Clothing



Storage Areas



Food Storage



Customer Profiles – **Millennial with Smartphone**



Teens and Young Adults

Gen Z are digital natives

Expect technology to seamlessly integrate into their everyday experiences



Millennial Moms

Use smartphones more than 2 hours a day

Looking to easily tackle organization and control



Teleworkers

Blurring Lines of Home & Office

Telecommuting likely to accelerate more than 50%



New LetraTag® LT 200B: **ZERO PLASTIC Packaging!**



- Packaging made from **recycled** and **FSC® Certified** paperboard
- The Included LT® **external cassette** is made from **100% recycled content**
- **ALL DYMO® LetraTag® labels are Made in Europe, Belgium.**
- Letratag® product packaging is made from **100% recycled cardboard**
- **ZERO Plastic Packaging**





New LetraTag® LT 200B compatible with **more sustainable Authentic DYMO® LetraTag® Tapes**



- Packaging is made from up to **80%** recycled materials and FSC® certified
- External cassette made from **100%** recycled materials
- DYMO® paper labels are FSC® certified
- DYMO® high quality labels are made in Europe, Belgium

COLOUR	Paper 12 mm x 4 m	Plastic 12 mm x 4 m	Metallic-Look 12 mm x 4 m	Iron-On 12 mm x 2 m
ABC	S0721510	S0721610	-	S0718850
ABC	-	S0721530	-	-
ABC	-	S0721620	-	-
ABC	-	S0721630	-	-
ABC	-	S0721640	S0721740	-
ABC	-	S0721650	-	-
ABC	-	-	S0721730	-
Multi-Pack	S0721790	S0721790	S0721790	-

