



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	SKU name	EAN
2172855	DYMO LT BLU PRINTER EMEA	3026981728556



No ink or
toner required



REACH



RoHS



ISO 9001



ISO 14001





Customer Profiles – Creative Crafter



WHO?

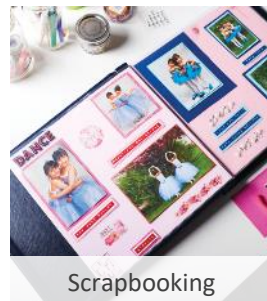
70% are female
76% are parents with children
3X more likely to be a millennial

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

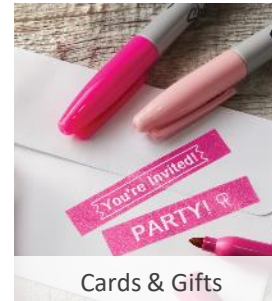
ATTITUDES, BEHAVIORS & DRIVERS

- 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



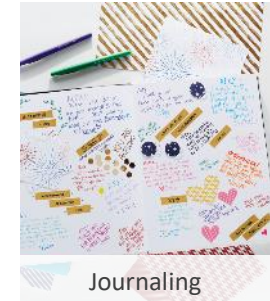
Scrapbooking



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

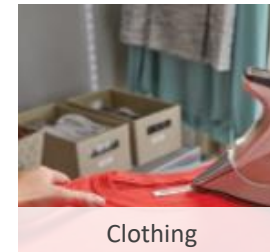
WHAT THEY'RE LABELING



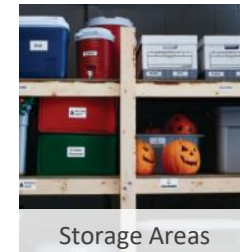
File, folders, supplies



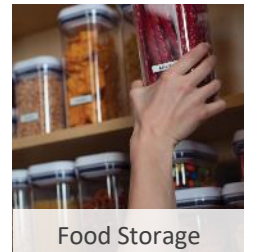
Crafts & Toys



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





LetraTag® LT 200B with **strong brand name** at an **attractive price point** versus competition



- ✓ LT Bluetooth Labeler on #1 label maker platform
- ✓ Opening price point beats rest of market – which is top purchase driver for Home consumer

	Brother Cube	Phomemo D30	Niimbot D11	DYMO® LT-200B
Street Price*	€47,99	€42,99	€43,99	€ 25-30,00
Max Tape Width	12mm	15mm	12mm diecut	12mm
Label Compatibility	TZ tapes From €12,99	D30 rolls	Niimbot rolls	LT tapes From €6,58
Battery	6 AAA or AC adapter	Lithium Battery USB charging	Lithium Battery USB charging	4 AA
Cutter	Manual	Tear-off	Tear-off	Manual
Device Compatibility	Smartphone & tablet	Smartphone	Smartphone	Smartphone & tablet
Barcodes	No	Yes – in app	Yes – in app	No
Memory	Yes – in app	Yes – in app	Yes – in app	Yes – in app
Templates	Yes – in app	Yes – in app	Yes – in app	Yes – in app
Connectivity	Bluetooth	Bluetooth	Bluetooth	Bluetooth

* - prices based on Amazon.com



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

RECYCLED MATERIALS

FSC® CERTIFIED



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	-





New LetraTag® LT 200B – Activation Assets

COPY & CREATIVE- Verbal Assets

Factbook - A/4x2

NEW Software flyer

PHOTOS

Salesheet - A/4

Icecat Upload

VIDEOS

Web banner

Cross/Upsell Update

Logistical Data

Roll Up Banner

Available
Q2/22

Available NOW

Sales Deck -
Powerpoint

LT Labels
consumption Flyer
x3 versions





New LetraTag® LT 200B



Happy Selling!



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