



DYMO[®]

Introducing NEW

LetraTag[®] 200B



Newell Brands-Confidential



Introducing DYMO® Letratag® 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!





NEW LT consumer target audience – **Multitasking Millenials**



WHO?

Millennial parents, professionals and home managers who need organization tools to effectively manage competing responsibilities.

ATTITUDES, BEHAVIORS & DRIVERS

- Multitaskers with busy lives, balancing their professional work, families and personal passions or hobbies.
- Digital natives and current smartphone users who are receptive to new technologies.
- Target consumers desire practical solutions to simplify their everyday and provide peace of mind.
- Interested in making sustainable product choices.

Additional Customer Groups Reached:



Creative Crafter
Labels for scrapbooking, home org, cards & invitations, gifts, holiday decor, journaling, photo captioning



Home Organizer
Labels for home administration, kitchen, bathroom, storage areas, kids' toys, crafts, clothing, school supplies



Other Millennials
Teens/Young Adults, Parents, Teleworkers who label for organization and productivity



Office Professional
Expect technology to seamlessly integrate into existing systems and be easy to use



Retail
Looking to easily tackle organization and control – fast, efficient and simple use



Educational
Looking to easily tackle organization and control - Product Safety and ease of use key



Nursing & Care
Looking to easily tackle organization and control – fast, efficient and durability is key



Introducing DYMO® Letratag® 200B



- Automatically connects to Bluetooth® wireless connectivity on smartphone or tablet from upto 10m distance – **instantly ready to print**
- Easily create labels on Apple or Android, Smartphone or Tablet with **new, intuitive DYMO® Letratag® Connect 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 FSC® Certified** paperboard and **ZERO** plastic

- ✓ **RRP target:** Competitively priced with LT100H
- ✓ **Invoice:** Competitively priced with LT100H
- ✓ **Available:** 15th September 2022





DYMO® LetraTag® 200B Packaging



*PACKAGING MADE FROM 70%
RECYCLED MATERIAL
EMBALLAGE FABRIQUÉ À PARTIR
DE 70% DE MATÉRIAUX RECYCLÉS

PACKAGING IS FSC-CERTIFIED
L'EMBALLAGE EST CERTIFIÉ FSC



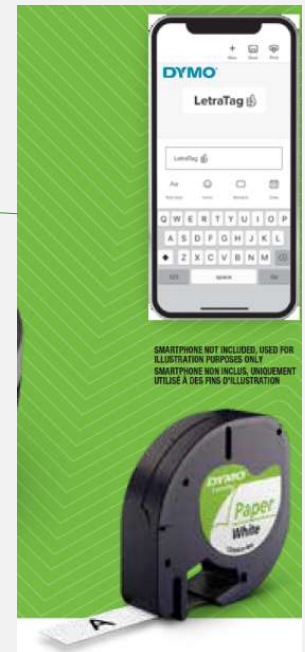
Quick and easy smartphone labeling
Étiquetage simple et rapide sur
téléphones intelligents



SMARTPHONE NOT INCLUDED. USED FOR
ILLUSTRATION PURPOSES ONLY.
SMARTPHONE NON INCLUS. UNiquement
UTILISÉ À DES FINS D'ILLUSTRATION



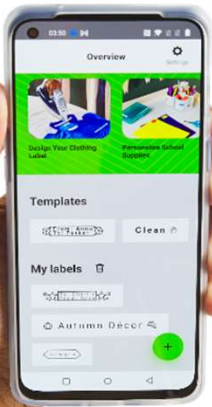
Portable label maker with Bluetooth® wireless technology
Étiquetteuse portative avec technologie sans fil Bluetooth®





DYMO® LetraTag® 200B

NEW LetraTag® Connect App



- **5 font sizes, 15 box styles, 100+ icons, and the ability to underline, create multiple lines of text, or insert a date.**
- **8 pre-saved templates, helpful tips and tricks**
- **Compatible with Android (10 or later) and iOS (13 or later) operating systems.**
- **Connect from up to 10 meters/33 feet**
- **Available in 22 Languages**

Czech, Danish, German, Estonian, English, Spanish, Spanish (COL), French, French (CAN), Italian, Latvian, Lithuanian, Hungarian, Dutch, Norwegian, Polish, Portuguese, Portuguese (BRA), Slovakian, Finnish, Swedish, Turkish





DYMO® LetraTag® 200B Activation





DYMO® Letratag® 200B

Product & Lifestyle Images available on DASH



DASH ID:202515422



DASH ID:202533559



DASH ID:202532548



DASH ID:202532544



DASH ID:202532543



DASH ID:202532546



DASH ID:202515411



DASH ID:202512777
+ 202512776



DASH ID: 202532586



DASH ID:202532547



DASH ID:202532545



DYMO® Letratag® 200B Lifestyle Images available on DASH



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DYMO® Letratag® 200B

Logistical Data



Material	Material description	Material UNIT LEVEL						
		Length (cm)	Width (cm)	Height (cm)	Gross weight (kg)	Net weight (kg)	Volume (dm3)	EAN/UPC
2172855	DYMO LT BLU PRINTER EMEA	9.842	18.891	19.050	0.421	0.270	3.542	03026981728556

CASE (OUTER) DIM							
Length (cm)	Width (cm)	Height (cm)	Gross weight (kg)	Net weight (kg)	Volume (dm3)	Outer Quantity	EAN/UPC
61.699	20.899	21.900	3.070	1.622	28.24	6	13026981728553



No ink or toner required



REACH



RoHS



ISO 9001



ISO 14001





DYMO® Letratag® 200B **can** utilize **ALL** of DYMO® Authentic LetraTag® Labels



- 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	-





DYMO®

LetraTag® 200B



Happy Selling!!!

**Customer orders can be placed.
Crucial - delivery date after 15th
September 2022**



Appendix

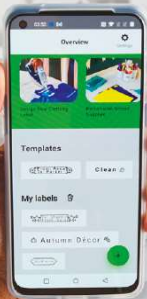


Specification DYMO® Letratag® 200B



Single Unit includes:

- Letratag® 200B label maker
- 1x FSC® certified 12mm x 4m black on white paper tape
- Quick start guide
- 2 + 1-year limited warranty³



Using the DYMO® Letratag® app for easy, wireless label printing⁴



3 - +1 year if registered on dymo.com 4- Android v7.0 to v12.0 | Apple iOS v11 to iOS v14.7.1

Machine specifications

SKU Discription	DYMO® LetraTag®
Unit Dimensions	12cm x 12cm x 4.5cm (L/W/H)
Weight	0.42 kg
Compatibility	DYMO® LetraTag® Connect App
Connectivity	Bluetooth® wireless technology/ BLE V4.12 and higher
Max. Label width / type	12mm / LetraTag®
Print Resolution	200 dpi
Printing Technology	Direct Thermal Transfer
Print Speed	7mm/sec
Powersource	4x AA batteries (not included)
Country of Origin	China
Sustainability Claims	• Zero Plastic packaging • 70% recycled material packaging • 100% recycled external cassette (LT tape) • FSC(R) LetraTag(R) Paper labels • REACH / RoHScomplian • ISO9001 + ISO14001 compliant • No ink or toner required



DYMO® Letratag® 200B

Traditional LT Consumer profile – 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



DYMO® Letratag® 200B



Traditional LT Consumer profile – 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

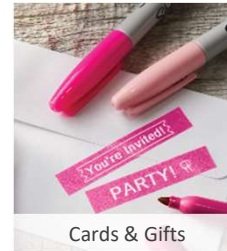
ATTITUDES, BEHAVIORS & DRIVERS

- 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



DYMO® Letratag® 200B

NEW LetraTag® Connect App



Available to download from DYMO.com,
Google Playstore and Apple store

Android 10 or later
iOS® 13 or later

*Czech, Danish, German, Estonian, English,
Spanish, Spanish (COL), French, French
(CAN), Italian, Latvian, Lithuanian, Hungarian,
Dutch, Norwegian, Polish, Portuguese,
Portuguese (BRA), Slovakian, Finnish,
Swedish, Turkish*

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DYMO® Letratag® 200B Bluetooth Guidance



These are very detailed, but my main takeaways are:

- The word Bluetooth is always capitalized
- On the first and most prominent use of the word, it must be accompanied by ® and “wireless technology”
 - Correct: Bluetooth ® wireless technology
 - “Bluetooth” alone suffices for subsequent mentions, following “Bluetooth ® wireless technology” at first mention
- The word “Bluetooth” can only be translated into Traditional Chinese, Simplified Chinese, Japanese and Korean (within brand guide). Otherwise, it remains “Bluetooth”.
- The only acceptable Bluetooth symbols are below and *always* have a ® symbol. These must be displayed as a subscript, on a solid background, and with space around the logo (not touching other elements).

All activation or usage of Bluetooth Icon has to be approved by Newell Brands

Full guidance pdf available upon request.

Acceptable Bluetooth Figure Mark Reproduction

