DYMO LabelWriter Twin Turbo

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A DYMO LabelWriter for Everybody
I have been using DYMO's computer label making products (known as "LabelWriters") for the past 3 years. Every Christmas after printing out my labels, I walk over to my DYMO LabelWriter and kiss it. When I heard about their new "400 Series" line, which supersedes the LabelWriter 300 series, I got all wound up—I know it doesn't take much. That's because DYMO is the undisputed King when it comes to printing computer labels from your computer…PC or Mac. The time savings and convenience, USPS bar codes, over 30 different types of labels, and customization of any 40 preloaded templates from the robust software package—will make anyone an instant DYMO LabelWriter addict! The new LabelWriter 400 series consists of four different models, but this review is all about the LabelWriter 400 Twin Turbo, so let's fire it up!

A Healthy Dose of DYMO
DYMO's come a long way since the early handheld label maker days you may remember from years past. They've been in business over 40 years, and are now the worldwide leader in providing innovative labeling solutions. By the way, DYMO recently was acquired by Newell Rubbermaid and will be part of the "Sanford Brands" Business unit.

Blast from the past: Classic vintage DYMOs from yesteryear

Because Two are Better than One
The LabelWriter 400 Twin Turbo not only looks totally cool, but as the name implies it allows you to print two different label styles without having to swap out label rolls. It's also really fast, hence the name "Turbo"—how fast you may ask? How about 55 labels per minute! The 400 series mechanics have been upgraded significantly which probably accounts for the big speed bump from previous models. As in earlier generations of DYMO LabelWriters, the software comes with stock SDK 'Add Ins' which allow you to print your labels directly from many popular programs such as Microsoft Word, WordPerfect, Outlook, QuickBooks, and ACT! The LabelWriter 400 Twin Turbo can
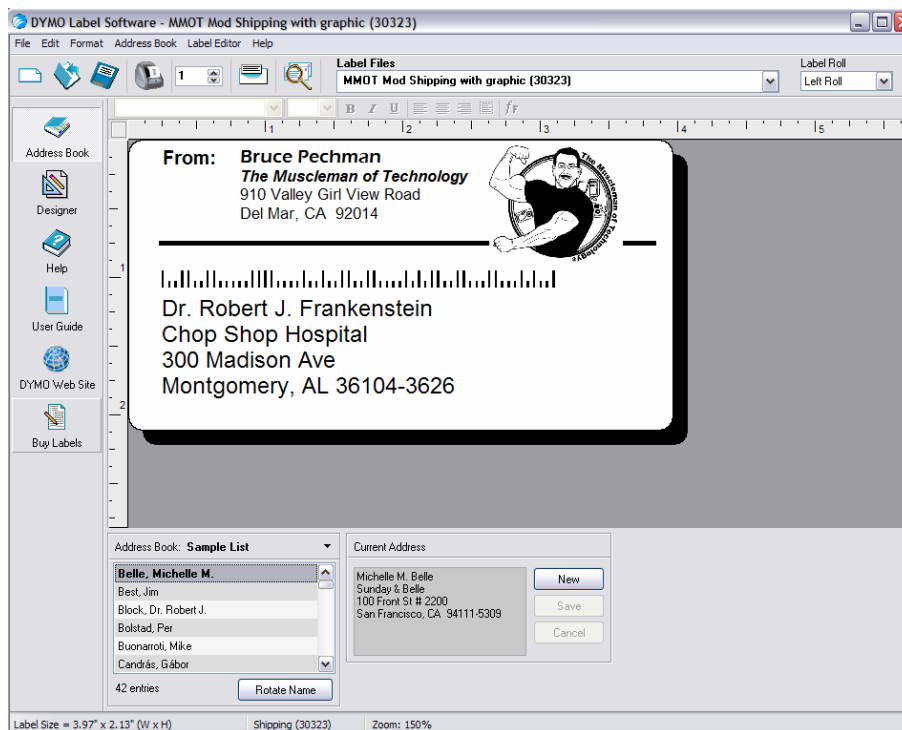
print labels up to 2-1/4" wide at a giddy-up one second per label, and has a 1000 label capacity.

The DYMO LabelWriter 400 Twin Turbo Experience

Everything you need is right in the box including two generous starter rolls—100 White Shipping Labels, and a roll of 100 White Address Labels (so you can load up both spools). Set-up is a pleasure and practically automatic if you follow the step-by-step instructions within the Quick Start User Guide. Simply plug in, load up the DYMO labels, install the Software (version 7.2 is the latest), and you will be prompted to connect the USB cable…and boom you're ready to print labels! The heart of the LabelWriter 400 Twin Turbo is its printing technology. DYMO uses "Direct Thermal Printing" to produce labels. The advantage of this technology is that you'll never have to replace ink, toner, or ribbons. Thermal printing is based on the principle of heat transfer from the thermal print head inside the DYMO LabelWriter. Basically, a row of miniature heating elements on the print head is pressed against the thermal labels. As a specific element generates heat, a thermal reaction takes place at that point on the label and the label becomes discolored. It prints at a fantastic high quality 300 dpi, and you will love the results. Yes, you must use DYMO's specially treated thermal labels, but tons of styles are available at retailers or from DYMO's site online.

Nice Software!

To get the most from your LabelWriter 400 Twin Turbo, you better get used to the software—it's very easy to use. If you've ever used Publisher or similar programs you'll feel right at home with DYMO's LabelWriter Software. Just remember—to create your own masterpiece label like mine below, make sure you're in the "Label Designer" mode by clicking the big "Designer" button from left toolbar. If you're not creative like me (after all, I'm a legend in my own mind) no worries because the 40 built-in templates for most labels will get you going. Also, the detailed main user guide is in .pdf format is waiting for you to view inside the DYMO Label folder should you need assistance. It's fairly comprehensive and I recommend a quick glace through regardless.

DYMO's easy to use label program version 7.2

DYMO is a Dynamo Value

You really get a lot of value for your $179.99 street price. One awesome feature is called the Address Fixer integrated into the package. This simple but powerful utility program automatically ensures all your addresses are valid and fixes them on the fly. How does it do it? Address Fixer takes any address and compares it against a comprehensive online database of U.S. addresses. Address mistakes are automatically corrected and verified with the 9-digit ZIP! The Barcode is perfectly adjusted to Post Office standards. Did I mention you can download postage from the Internet such as Stamps.com and print the official postage labels simultaneously while printing the address? There are also over 10 different types of bar-codes, including Postnet!

A Label Here, A Label There

In my opinion, the LabelWriter 400 Twin Turbo is a must have addition to any business or home office. You know, image really is everything these days and I want to put my 18" bicep in front of as many people as possible. Thanks DYMO, for letting me put my custom labels ubiquitously far and wide! To learn more about the LabelWriter line or any of DYMO's other quality products, visit www.dymo.com. The system requirements are Windows 98SE, 2000, Me, or XP. The warranty is two year parts and labor with a life expectancy of 500,000 address labels!