

DYMO®



Integrate label printing into your custom applications and embedded systems

The new LabelWriter SE450 printer supports serial or USB connectivity to provide a fast, compact, reliable and whisper-quiet solution for quickly and seamlessly integrating label printing into any custom application running on Linux, DOS, Windows, MAC or embedded platforms – a perfect fit for virtually any work environment, and guaranteed to impress your most demanding customers.

LabelWriter® SE450 Printer Features:

- 1 Connects to any computer or device with an RS-232 serial port or USB port and accepts plain ASCII print data and formatting commands to print complex labels using a simple command language. The LabelWriter SE450 technical reference documents all commands you need to control the printer from a computer or device, without the need for specialty printer drivers.
- 2 Includes 26 built-in barcode symbologies, including Codabar, Code 3 of 9, Code 128-A, Code128-B, Code128-C, Code128-Auto, UPC-E, UPC-A+5, EAN-8, EAN-13, EAN-13+2, Bookland EAN, SISAC, PDF417, Data Matrix.
- 3 Networks easily. Using the DYMO LabelWriter Print Server (available separately), you can share a single printer across multiple workstations.
- 4 Supports user-definable page height, print density, positioning and orientation.
- 5 Includes 5 internal fonts, each printable in regular, double-height, double-width and double-height/double-width sizes.
- 6 Prints all standard ASCII characters plus foreign characters for Western Europe.
- 7 Includes printable bezel plate - customize it with your logo and contact information.
- 8 Accepts bitmap data for printing graphics.
- 9 Compact size fits in virtually any work environment.
- 10 Prints fast – up to 48 labels per minute (*4 line address label in USB).
- 11 Prints labels up to 10.6" long and 2.21" wide.
- 12 Comes with 90 - 240 VAC universal power adapter.
- 13 Includes DYMO SDK and DYMO Label v.8 software – lets users design labels onscreen, print labels from popular software programs, and more.
- 14 Parallel adaptor available for even more connection options.



Package Includes:

- LabelWriter® SE450 printer
- Universal 90-240 VAC power adapter
- Serial and USB Cables
- Quick Start Guide
- CD-ROM with Users Guide and sample programs

Product Technical Specs:

Max. label width	2.44"
Max. print width	2.21"
Print Speed	48/40 lpm (USB/Serial)
# of labels supported	44 labels
Resolution	203 dpi
Size of unit	9.3" x 5.7" x 9.5" (LWH)
Support	Mac, Windows, Linux, DOS, Embedded Systems
Connectivity	USB/Serial
Print method	Direct Thermal
Print Head Life	50km
Max. Roll OD	3.65"

Item # 1761334

List Price: \$399.95

Shipping

"We developed an in-house application to track orders, and print stock labels and shipping labels for blinds and other products that we custom-create and ship directly to customers."

Manny Arce, Operations Director
Levelor Inc., Agua Prieta, Mexico

Paint Matching

"With the DYMO SDK, integrating our application with the DYMO LabelWriter API was possibly the easiest add-in work we've ever done. We're happy with the results."

David Hodgson, Director of Marketing
Synchro Services, New York, NY

Add more label printing functionality to your applications with these DYMO products



LabelWriter® 4XL

Wide-format label printer for shipping, warehousing and more

Print high-resolution (300-dpi) labels up to 4.16 inches wide – including 4" x 6" shipping labels, warehouse labels and other large-label formats. Use with DYMO endicia software and services to create turnkey shipping applications or with ABOL software to print UPS, DHL, FEDEX or USPS. See release for more info.



LabelWriter® Print Server

Network adapter for DYMO LabelWriter label printers

Connect every workstation on a PC or Mac network to a single SE450, LabelWriter 4XL, 400/450 Turbo, Twin Turbo or Duo label printer. A cost-saving solution for multi-user applications.

Item No.	Description	List Price
1755120	LabelWriter® 4XL	\$399.99

Item No.	Description	List Price
1750630	LabelWriter® Print Server	\$149.99



DYMO Custom Labels

Preprinted labels for DYMO LabelWriter label printers

Add even more value to you application – include labels preprinted with your customer's logo, colors, contact information and more. Create exactly the label you want from a range of colors, sizes, materials and features.



DYMO Software Development Kit (SDK)

Resources that simplify integration of DYMO technology

Whether you're developing for Windows, Mac, Linux or a custom embedded system, you'll find the SDK you need to integrate LabelWriter or LabelManager label printing technology into your product.

Designed for use with genuine DYMO Labels only

Style	Name	SKU No.	Description	Size	Qty.	List Price
	Address Labels	30251	White Address Label	1 1/8" x 3 1/2"	260/Box	\$12.55
		30252	White Address Label	1 1/8" x 3 1/2"	700/Box	\$27.65
		30321	White Address Label	1 4/10" x 3 1/2"	520/Box	\$25.45
		30254	Clear Address Label	1 1/8" x 3 1/2"	130/Box	\$11.05
		30330	White Return Address Label	3/4" x 2"	500/Box	\$17.65
	Shipping Labels	30323	White Shipping Label	2 1/8" x 4"	220/Box	\$23.15
		30256	White Shipping Label	2 5/16" x 4"	300/Box	\$27.65
	Multipurpose, Appointment Card Labels	30336	White Multi-Purpose Label	1" x 2 1/8"	500/Box	\$16.75
		30324	White Multi-Purpose Label (Media)	2 1/8" x 2 3/4"	400/Box	\$24.25
		30374	White Business/Appointment Card, Card Stock	2" x 3 1/2"	300/Box	\$23.05
	Name Badge Label	30911	12-hour Time Expiring White Name Badge Label	2 1/4" x 4"	250/Box	\$46.15
		30857	White Adhesive Name Badge	2 1/4" x 4"	250/Box	\$24.25



Labels are available through many office and computer catalogs, superstores and online resellers. For a complete listing of available labels, visit www.dymo.com. DYMO, the DYMO logo, DYMO Stamps, DYMO File, LabelWriter and Address Fixer are trademarks or registered trademarks of Sanford, L.P. or its affiliates. Microsoft Windows, Windows Vista, the Windows logo, Outlook and Excel are trademarks or registered trademarks of Microsoft Corporation. Mac and MacOS are registered trademarks of Apple, Inc. All other trademarks are the property of their respective owners. All individual company names used on sample labels are fictitious.

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800-426-7827 www.dymo.com
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