

DYMO POCKET.

TAPES TO SUIT ANY APPLICATION.

DYMO DYMO DYMO DYMO DYMO

16 colour combinations to choose from, A variety of

DYMO DYMO DYMO DYMO DYMO

tapes with transparent, coloured or white background.

2 widths of self-adhesive tape

9mm 12mm

Technical data

Dymo Pocket 156 x 98 x 50mm
Weight: 385 g including cassette and batteries

Dymo Pocket blister	(incl. 12mm black/white tape cassette)	05208			
Dymo Pocket boxed	(incl. 12 mm black/white tape cassette)	05238			
Product	Code	Product	Code	Product	Code
Tape Cassettes					
12mm x 3m (single blister)		12mm x 3 m (pack of 3)		12mm x 7 m	
black/clear	43110	Assorted colours:		black/clear	45010
white/clear	43120	black/white, black/blue,		white/clear	45020
black/white	43113	black/yellow	43210	blue/clear	45011
blue/white	43114	black/clear, black/green		red/clear	45012
red/white	43115	black/yellow	43211	black/white	45013
black/blue	43116	black/clear, black/white		blue/white	45014
black/red	43117	black/yellow	43212	red/white	45015
black/yellow	43118	Tape Cassettes		black/blue	45016
black/green	43119	9mm x 7 m		black/red	45017
white/black	43121	black/clear	40910	black/yellow	45018
black/flo green	43124	black/white	40913	black/green	45019
black/flo red	43125	blue/white	40914	white/black	45021
		red/white	40915	black/silver	45022
		black/blue	40916	black/gold	45023
		black/red	40917	black/flo green	45024
		black/yellow	40918	black/flo red	45025
		black/green	40919		

ESSELTE

627-525

DISCOVER THE LATEST
REVOLUTIONARY
ELECTRONIC LABELMAKER
THE DYMO POCKET.



DYMO[®]
POCKET

IMPRIME EN FRANCE

YOU JUST CAN'T RESIST LABELLING EVERYTHING!



POCKET. LABELLING EVERYTHING !

User friendly,

The name:

- Easy to pronounce : easy to remember

Easy to use:

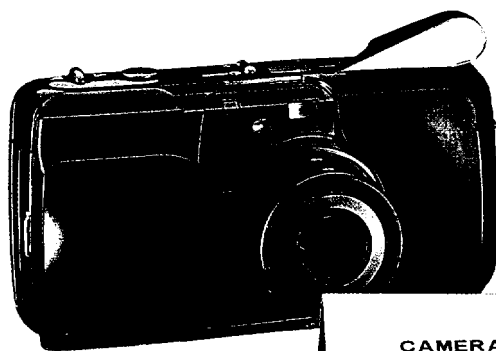
- Large 8 character display
- Efficient and simple cassette change operation
- All functions accessible at the

touch of a button

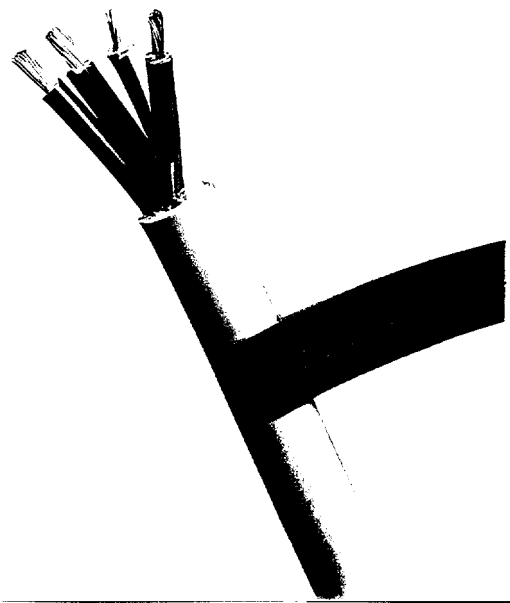
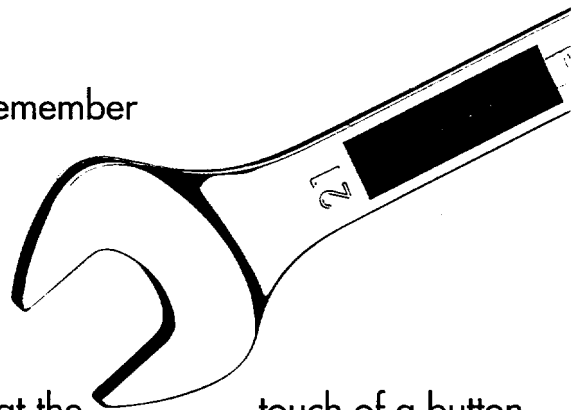
In a Store, In the Workshop,

Ergonomic Design

- Amazingly light - only 385 g. including tape and batteries
- Compact: 156 x 98 x 50mm
- Fits comfortably in the hand



CAMERA



DYMO POCKET.

TAPES TO SUIT ANY APPLICATION.

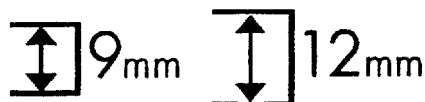
16 colour combinations to choose from,

DYMO DYMO DYMO DYMO DYMO

A variety of tapes with transparent, coloured or white background.

DYMO DYMO DYMO DYMO DYMO

2 widths of self-adhesive tape

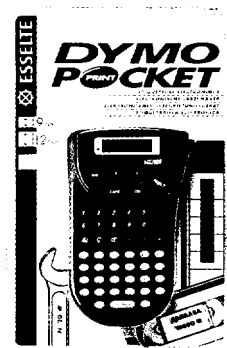


2 TAPE CASSETTE LENGTHS

7m for professional and high usage applications 3m single or multi-packed, blister carded for retail sale, for the occasional and home user.



DYMO POCKET
MODERN PACKAGING,
DESIGNED TO INFORM AND SELL
THE PRODUCT....WHATEVER THE
DISTRIBUTION CHANNEL.



Box and blister presentation for both tools and tapes in attractive mass-market style packaging.

Technical Data

DYMO POCKET BLISTER		(incl. 12mm black/white tape cassette)				05208	
DYMO POCKET BOXED		(incl. 12 mm black/white tape cassette)				05238	
Product	Code	Product	Code	Product	Code	Product	Code
Tape Cassettes		Tape Cassettes		Tape Cassettes		Tape Cassettes	
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				white/clear	45020		
				black/white	45013		

POWER SUPPLY : 6 AAA alkaline or Nicad rechargeable batteries.

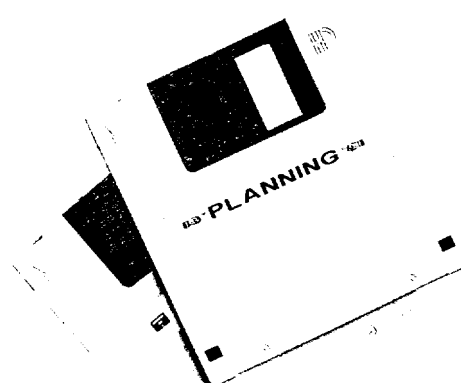
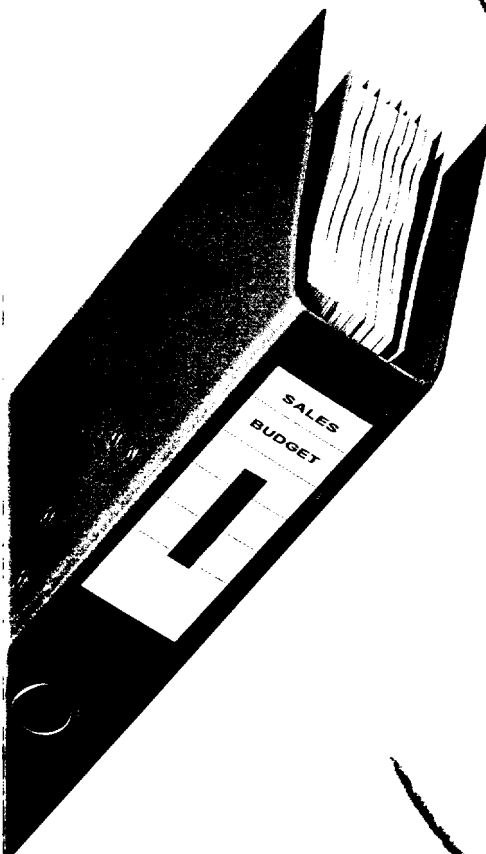
DYMO YOU JUST CAN'T RESIST



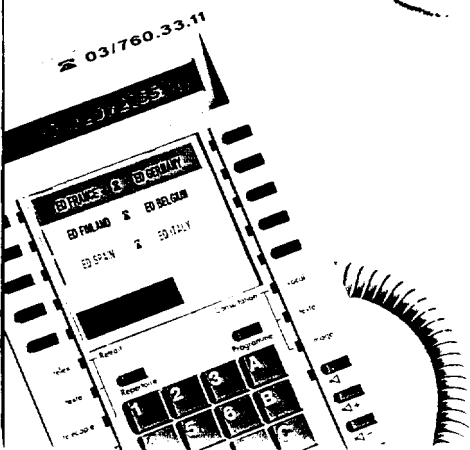
Sophisticated yet simple features.

- 3 different print sizes
 - Print style: Arial (Helvetica)
 - Horizontal and vertical printing
- Text is automatically centred on a label

In the Office,



- 191 built-in characters and symbols: ☺ ☎ ★ ☐ ☑,...
- Last message; up to 100 characters in length; stored in memory
- Prints onto two tape widths - 9mm and 12mm

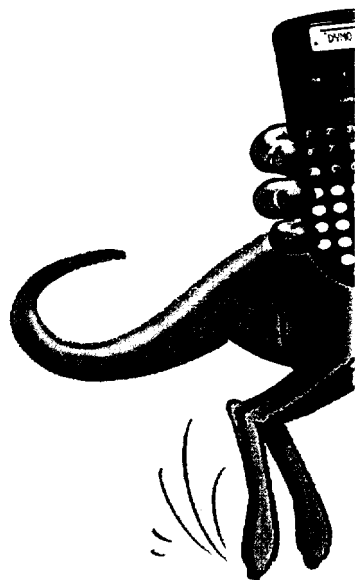
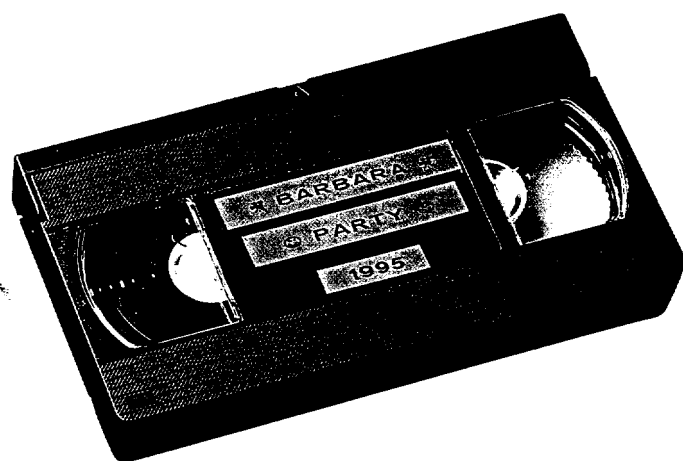
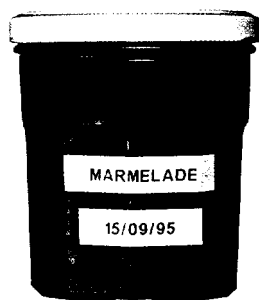


POCKET. LABELLING EVERYTHING !

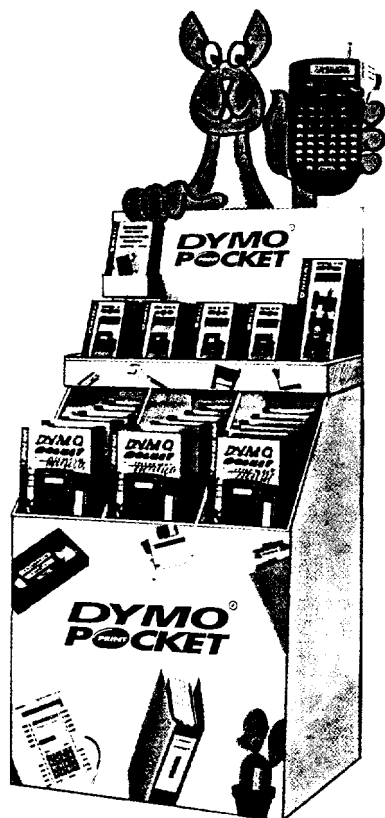
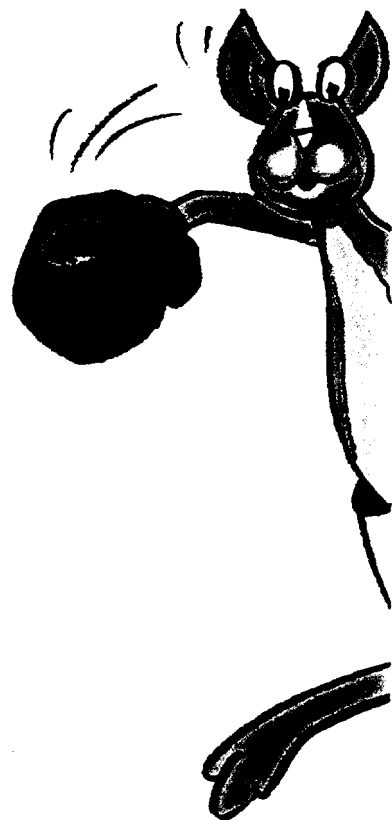
Price

Attractively priced ; affordable by all

And at home,



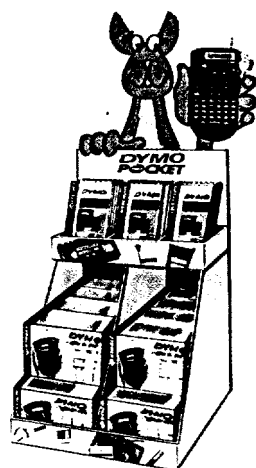
DYMO POCKET SUPPORTED BY A HARD-HITTING PROMOTIONAL AND MEDIA PLAN



Floor Display

Eye catching tailor-made

Point-of-Sale displays



Counter Display



Leaflet Dispenser

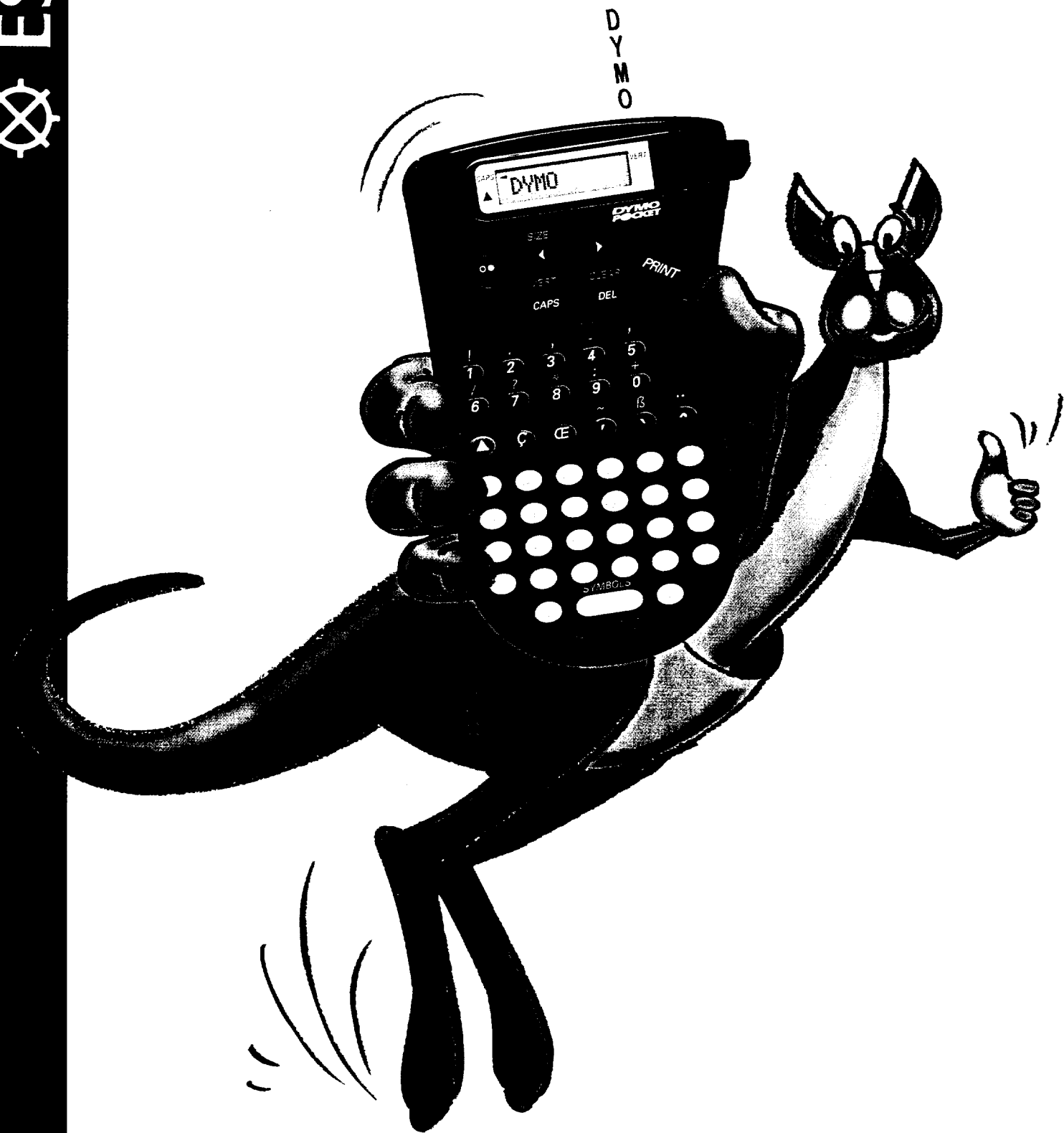
Advertising and Promotional Schedule

1996	JAN	FEB	MAR	APR	MAY	JUNE
Office/Business Press						
Special Consumer Press						
Local Press						
Advertorials						
PR						
National Sales Promotion						
Bespoke Incentives/ Gifts						
Cable TV						
Poster						
Exhibitions						

627-525

DYMO POCKET. A JUMP FORWARD IN LABELLING...

ESSELTE



DYMO[®]
PRINT POCKET