

Name	DYMO® LabelWriter™ 550
Category	Office Label Printer
SKU #	2112722 / 2112726
Descriptor	Easy-to-use Ink-Free Label Printer for PC and Mac®

Key Messaging

Family Key Features	<ul style="list-style-type: none"> • New technology automatically recognises and displays label size and number of labels remaining • Uses direct thermal printing technology - no need for ink or toner • Connects to intelligent DYMO® Connect for Desktop software for a range of design options • Reduces waste by printing only the required amount of individual labels
Family Headline	Never run out of ink, labels, or patience with the DYMO® LabelWriter™ 550 series.
Headline	The DYMO® LabelWriter™ 550 now automatically recognises label sizes for easy, stress-free printing
Short Paragraph (Approximately 25 words)	Make label printing jobs fast, accurate, and hassle-free with the DYMO® LabelWriter™ 550. It's the new and improved, easy-to-use solution to your mailing, filing, visitor management, and other labeling needs.
Medium Paragraph (Approximately 50 words)	The LabelWriter™ 550 Printer by DYMO® comes with unique new label-type recognition and display technology, so you always know the size, type, and number of labels remaining at a glance. Direct thermal technology removes the need for costly ink or toner, and intelligent DYMO® Connect for Desktop software connects your PC or Mac® for a range of stylish design possibilities.
Long Paragraph (Approximately 100 words)	<p>The new and improved LabelWriter™ 550 Printer is an efficient and cost-effective solution for your professional mailing, filing, visitor management, and other labeling needs.</p> <p>Unique new label recognition technology means no more guessing at the right label type from a drop-down menu. You'll always know - at a glance - what size, type, and colour label is loaded. You'll also know how many labels are remaining, so you'll never run out again mid-run.</p> <p>Direct thermal printing technology also replaces the need to buy costly ink or toner, and the printer's sleek, compact design and portable size mean it fits into any modern workspace with ease.</p> <p>All this, and it's up to 20% faster than the LabelWriter™ 450, printing precise label quantities without the need to wrestle with sheet labels.</p> <p>Label printing just got a whole lot quicker, easier, and simpler.</p> <p><i>*Compatible with Windows® 8 or later and Mac OS® X v10.14 or later. Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Mac and OS X are trademarks of Apple Inc., registered in the U.S. and other countries.</i></p>

<p>Top 5 Bullets</p>	<ul style="list-style-type: none"> • Automatic new label recognition function - see the size, type, and number of remaining labels at a glance. • Print precise label quantities with ease - no more wrestling with sheet labels. • Direct thermal printing technology - no expensive ink or toner required • Up to 20% faster than the LabelWriter™ 450 - print up to 62* labels per minute • Team only with high-quality, BPA-free DYMO® Authentic LabelWriter™ Labels, paper labels are made from FSC® material <p><i>*Speed based on USB Connected, 4-line address label</i> <i>**Compatible with Windows® 8 or later and Mac OS® X v10.14 or later. Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Mac and OS X are trademarks of Apple Inc., registered in the U.S. and other countries.</i></p>																						
<p>Additional Bullets <i>(In Priority Order)</i></p>	<ul style="list-style-type: none"> • Customize and print address, file folder, and barcode labels, name badges and more from your PC or Mac® with DYMO® Connect for Desktop software • Graphics are crystal clear, with 300 x 300 dpi resolution as standard • Save money and protect the environment with the automatic “sleep mode” • Create custom labels from 60+ different styles and layouts • With a sleek design, the LabelWriter™ 550 Printer is an attractive addition to any modern desktop • Compact style and size make the LabelWriter™ 550 Printer portable and compatible with even the snuggest desk setups • Print in bulk from Microsoft Excel, Outlook, and Google Contacts 																						
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<p>Package Contents</p>	<p>Single Unit Includes:</p> <ul style="list-style-type: none"> • LabelWriter™ 550 Label Printer • Address Labels Starter Roll • Adapter • Power Cable • USB Cable • Quick Start Guide 																						
<p>Specifications</p>	<table border="1"> <tr> <td>Unit Dimensions (H x W x L)</td> <td>5.5" x 5" x 7.4" (139.7 mm x 127 mm x 187.96 mm)</td> </tr> <tr> <td>Weight</td> <td>1.4 lbs (0.64 kg)</td> </tr> <tr> <td>PC/Mac® Compatible</td> <td>Yes</td> </tr> <tr> <td>Max Label Width</td> <td>2.3" (58.42 mm)</td> </tr> <tr> <td>Resolution</td> <td>300 x 300 dpi</td> </tr> <tr> <td>Printing System</td> <td>Direct Thermal</td> </tr> <tr> <td>Print Speed</td> <td>62 labels/minute*</td> </tr> <tr> <td>Barcodes</td> <td>Yes</td> </tr> <tr> <td>Power Source</td> <td>Adapter Power Cable</td> </tr> <tr> <td>Networking</td> <td>N/A</td> </tr> <tr> <td>Country of Origin</td> <td>China</td> </tr> </table> <p><i>*4-line standard address label</i></p>	Unit Dimensions (H x W x L)	5.5" x 5" x 7.4" (139.7 mm x 127 mm x 187.96 mm)	Weight	1.4 lbs (0.64 kg)	PC/Mac® Compatible	Yes	Max Label Width	2.3" (58.42 mm)	Resolution	300 x 300 dpi	Printing System	Direct Thermal	Print Speed	62 labels/minute*	Barcodes	Yes	Power Source	Adapter Power Cable	Networking	N/A	Country of Origin	China
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<p>Label Compatibility</p>	<p>Only works with DYMO® Authentic LabelWriter™ Labels, available in a variety of sizes, colours, and materials. <i>*See the 'consumable' tab for more information on available LW label options.</i></p>																						

Labeling Opportunities	<p>Office: Mailing, visitor management & office organisation Education: Mailing & visitor management Hospitality: Mailing & visitor management Healthcare: Laboratory, mailing, practice management & visitor management Datacom: Mailing & visitor management MRO: Mailing, visitor management, asset tracking, inventory & general identification Retail: Price tags & inventory</p>
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