Name	DYMO® LabelWriter™ 550 Turbo
Category	Office Label Printer
SKU #	2112723 / 2112727
Descriptor	High-Speed PC/Mac® Label Printer with LAN connection

Key Messaging

Family Key Features	• 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	Print from any computer across a network with the new, improved high-speed LabelWriter® 550 Turbo.
Short Paragraph *(Approximately 25 words)*	Enjoy high-speed printing from any computer across a network with the DYMO® LabelWriter™ 550 Turbo, designed for efficient, cost-effective label printing.
Medium Paragraph *(Approximately 50 words)*	The DYMO® LabelWriter™ 550 Turbo provides high-speed, accurate label printing with LAN network connectivity (connect to your network via ethernet cable - print from any computer in that network). With unique new label-type recognition and display technology, you'll also 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. *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.
Long Paragraph *(Approximately 100 words)*	The new and improved LabelWriter™ 550 Turbo printer provides super-fast, effective solutions for your professional mailing, filing, visitor management, or other labeling needs, using LAN capabilities to print from across a network of computers (connecting to your network via ethernet cable, printing from any computer in that network). 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. 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. All this, and it prints up to 45% faster than the LabelWriter™ 550 base model, printing precise label quantities without the need to wrestle with sheet labels.

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Top 5 Bullets *(In Priority Order)*	• Automatic new label recognition function- see the size, type, and number of remaining labels at a glance. • High-speed - up to 45% faster than the LabelWriter™ 550 model, printing up to 90 labels per minute • LAN network connectivity allows you to connect to one machine and share amongst many • Direct thermal printing technology - no expensive ink or toner required • Team only with high quality, BPA-free DYMO® Authentic LabelWriter™ Labels, paper labels are made from FSC® material **Speed based on 4-line address label via USB connection* ***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.*
Additional Bullets *(In Priority Order)*	• Print precise label quantities with ease - no more wrestling with sheet labels. • 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 Turbo Printer is an attractive addition to any modern desktop • Compact style and size make the LabelWriter® 550 Turbo Printer portable and compatible with even the snuggest desk setups • Print in bulk from Microsoft Excel, Outlook, and Google Contacts
Software Compatibility	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.*
Package Contents	Single Unit Includes: • LabelWriter™ 550 Turbo Label Printer • Address Labels Starter Roll (1) • Adapter • Power Cable • USB Cable • Quick Start Guide
Specifications	

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	90 labels/minute*
Barcodes	Yes
Power Source	Adapter Power Cable
Networking	Yes
Country of Origin	China

**4-line standard address label*

Label Compatibility	Only works with DYMO® Authentic LabelWriter™ Labels, available in a variety of sizes, colours, and materials. **See the 'consumable' tab for more information on available LW label options.*
Labeling Opportunities	**Office:** Mailing & shipping, visitor management & office organisation **Education:** Mailing & shipping, visitor management **Hospitality:** Mailing & shipping, retail & food service, visitor management **Healthcare:** Laboratory, mailing & shipping, practice management, visitor management **MRO:** Mailing & shipping, visitor management **Datacom:** Mailing & shipping, visitor management, asset tracking, inventory & general identification **Retail:** Price tags & inventory
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