



DYMO Unveils Stylish Portable MobileLabeler™ Label Maker with Smartphone Integration

November 30, 2016

New technology allows users to easily create sleek, professional labels wirelessly from their smartphone

ATLANTA, Nov. 30, 2016 /PRNewswire/ -- DYMO®, a leading manufacturer of label makers, today announced the launch of its new DYMO MobileLabeler™ label maker. The wireless, Bluetooth® compatible, personal label maker allows users to quickly and seamlessly create professional looking labels from anywhere with a tap of their smartphone.



Through the DYMO Connect mobile app, smartphone users will be able to customize, design and print labels while on the move. Compatible with both iOS® and Android®, DYMO Connect offers users a variety of colors, graphics, fonts and sizes to personalize nearly any printing need for the home, office or classroom.

The MobileLabeler label maker is a stylish, 5.5-inch, portable labeler that blends seamlessly into any home, small office or classroom environment. The product allows two devices to link simultaneously and offers consumers a 30-ft range of wireless connectivity.

"We understand consumers have very limited time in their fast-paced environments, but they also seek a professional solution to help them stay organized," said Kimberly Hoffman, sr. brand manager, marketing for DYMO. "By utilizing smartphone integration, now users can easily access their MobileLabeler label maker, even if they do not have the device next to them. This new product design and portable labeling solution makes organizing easy and practical for the consumer."

The MobileLabeler label maker provides users with the flexibility to connect to powerful DYMO Label software on a Mac OS® or Windows® PC using a USB cable. The product also allows two different devices to connect to the MobileLabeler label maker at the same time. Additional attributes include a voice-to-text feature and spell check capabilities.

Key benefits include:

- Bluetooth connectivity for a fast and easy setup
- Free DYMO Connect mobile app allows seamless label creation from a smartphone
- Ability to design labels featuring Google® and Apple® font libraries
- Voice-to-text feature provides a convenient hands free experience
- Rechargeable battery included for convenience
- Prints labels from ¼" up to 1" wide in a variety of colors

The new DYMO MobileLabeler label maker is currently available at Office Depot locations throughout the United States and at www.officedepot.com for an MSRP of \$129.99. Warranty information and additional product details can be found at www.dymo.com.

*The Bluetooth® mark is a registered trademark owned by Bluetooth SIG, Inc., used under license.

About DYMO:

DYMO offers a complete range of products for the office, warehouse, worksite, home and even the classroom. From simple embossers and manual label makers to industrial portables, cutting-edge software and online services, DYMO helps simplify your tasks while ensuring a professional look and feel. DYMO, part of Newell Brands' strong portfolio of well-known brands, is committed to making everyday jobs easier through innovative technology solutions. For more information, visit www.dymo.com.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, <http://www.newellbrands.com>.

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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/dymo-unveils-stylish-portable-mobilelabeler-label-maker-with-smartphone-integration-300370023.html>

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