The Model 710 is a bottom label printer and applicator that allows placing non-marketing type information on the bottom of a wrapped tray. Information such as Safe Handling Information, Nutrition Facts, Country of Origin Labeling, and bar code pricing that take up space on a label can be moved to the bottom of the package allowing more of the product to be seen by the consumer.

**Label Specifications**

- Width: 57mm, 64mm, 80mm
- Length: 61mm to 107 mm (2.4" to 4.2")

**Cleaning**

Use a clean cloth dampened with warm water to wipe the exterior surfaces. Do not spray liquids directly on the unit. Do not use solvents or cleaners on the unit.

**Loading Labels**

- Press the label roll onto the supply spool.
- Hold down on the printer latch and slide the printer to the left.
- Unlatch the printhead by pulling the printhead support first right and down and then lower printhead.
- Thread the label liner up as shown with the liner coming off of the roll to the right side.
- Insert the labels into the rear of the printer making sure the labels are fed between the gap sensor.
- Thread the liner up and back into the printhead, then onto the takeup spool. Secure the liner with the locking clip.
- Advance the liner until a label is visible at the eject end of the printhead.
- Latch the printhead and ensure the liner is threaded through the gap sensor.
- Slide the printer forward to until it latches.
- Close the printer door to operate the unit.