

## Introducing The New DYMO LabelWriter® 450 Family of Printers

DYMO is helping businesses get productive with the launch of a new line of its popular DYMO LabelWriter printers. Equipped with exclusive DYMO productivity software, DYMO LabelWriter 450 products feature faster printing and optimized ease of use for outputting postage, address labels for a total of 60 styles of labels so businesses can look more professional, get organized save time and money and get more done.

Many people can benefit from the increased productivity the DYMO LabelWriter 450 printers offer and none know it better than Kendra Todd, winner of the competitive and fast-paced Season 3 of the hit TV show "The Apprentice." Along with the new product launch, DYMO is announcing entrepreneur and real estate expert Kendra Todd as its newly named brand ambassador and spokesperson.

## Visual Assets



## Video Center



B-Roll of DYMO LabelWriter 450 in Action



DYMO Integrated Solutions B-Roll

## Meet New DYMO Brand Ambassador Kendra Todd



Winner of *The Apprentice* Season 3

- About Kendra
- Kendra's Small Biz Advice
- Product Highlights
- What Kendra Has to Say

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## Press Materials

- DYMO LabelWriter 450 Press Release
- DYMO LabelWriter 450 Fact Sheet
- DYMO Small Business Owner Survey Findings