Label, POS and RFID Printers, Digital Presses and Accessories

Product Selection Guide

PRIMERA TECHNOLOGY, INC.

www.primeralabel.com

Color Label Printers

LX400
COLOR LABEL PRINTER

LX400 produces gorgeous, professional-quality labels for all your short-run, specialty products. It's ideal for industries such as gourmet foods, wine and water bottles, personal care and natural products.

Other Uses:
» Proofing before going to press on longer runs
» Test marketing
» Name badges
» Contract manufacturing
» Private label goods
» Promotional labels
» Full-color box-end labels with bar codes

Produces gorgeous, professional-quality labels for all your short-run, specialty products.

FEATURES INCLUDE:

» Color inkjet printing at up to 4800 dpi
» Maximum print width of 0.75" to 4.25" (19mm to 101.6mm)
» Maximum print length of 0.75" to 24" (19mm to 609.6mm)
» One ink cartridge

PX450
COLOR PRINTER

PX450 is a compact, full-color POS printer designed for use at retail point-of-sale and other point-of-issue applications.

FEATURES INCLUDE:

» Full-color inkjet printing at up to 4800 dpi
» Maximum print width of 0.75" to 4.25" (19mm to 101.6mm)
» Maximum print length of 0.75" to 24" (19mm to 609.6mm)
» Easy connection to most POS systems and computers
» Prints coupons, wristbands, and other narrow-format stocks

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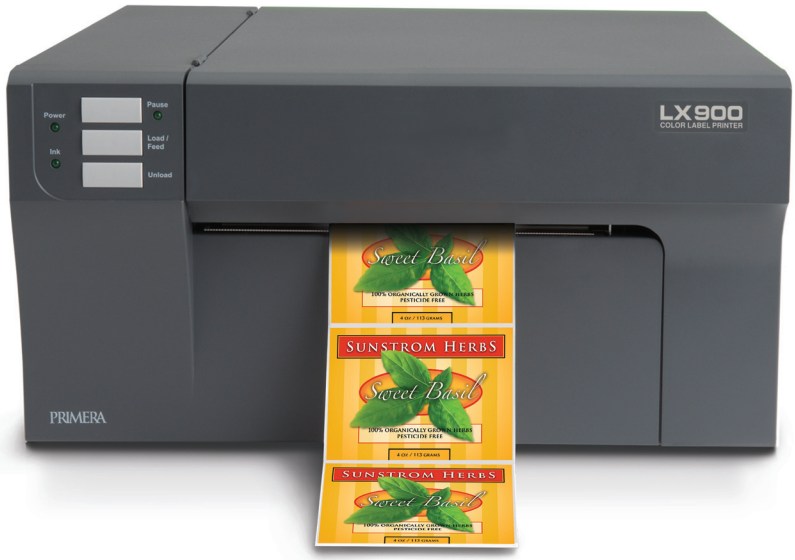
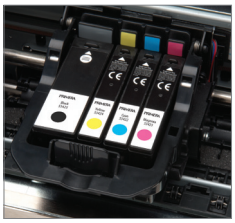
LX900
COLOR LABEL PRINTER



LX900 is Primera's newest, fastest and most economical to operate color label printer. It utilizes the latest in high-resolution inkjet technology to print brilliant, full-color labels for your products, boxes and packaging. Individual ink cartridges for each color let you replace only the colors that need replacing. You'll save time and money on every job you print.



Outstanding Print Quality

LX900 incorporates the most advanced inkjet technology called Primera Imaging Perfection™. This all-new printing technology delivers razor-sharp text, graphics and the most photo-realistic printing possible.

PRIMERA IMAGING PERFECTION™

Color droplet size is just 4 pL and black is 5.5 pL – the smallest available on an industrial-grade color label printer. Print resolution is up to 4800 dpi versus just 1200 dpi on other printers.

The Fastest Desktop Label Printer in the World!

With LX900, you'll produce full-color labels at up to 4.5" per second in draft mode. Short runs are printed fast and efficiently, helping you to increase the production of your products.

FEATURES INCLUDE:

» Prints full-color at up to 4.5" per second
» Color inkjet printing at up to 4800 dpi
» Individual CMYK ink catridges
» Maximum print width of 0.75" to 8.25" (19mm to 210mm)
» Maximum print length of 0.50" to 17" (13mm to 431mm)

RX900 RFID
COLOR RFID PRINTER

RX900 is the world's first on-demand full-color RFID label & tag printer. It prints, encodes, verifies and dispenses labels one at a time. Built-in automatic RFID encoding is ideal for applications that need both color and RFID, including file folders, asset tracking, garment & retail tags, data storage tapes, lab specimens, wristbands, oversized identification badges, pharmaceuticals and much more.

Label Applicators, Dispensers and Rewinders

AP550 LABEL APPLICATOR

NEW!

AP550 is a semi-automatic label applicator for flat surfaces such as rectangular or tapered bottles, boxes, packages, bags, pouches, lids, tins and more.

- » Quick set-up and easy operation
- » LED display with counter
- » Applies up to 500 labels per hour

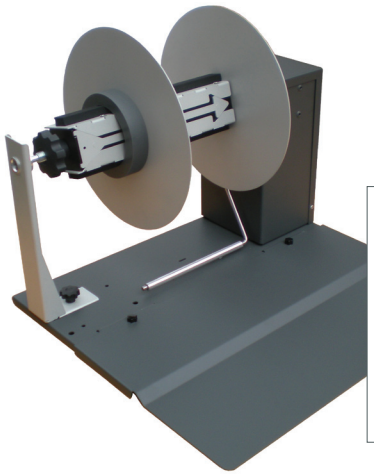
AP360 LABEL APPLICATOR | AP362 LABEL APPLICATOR

AP360 and AP362 Label Applicators are the perfect semi-automatic labeling solutions for cylindrical containers as well as many tapered containers, including bottles, cans, jars and tubes.

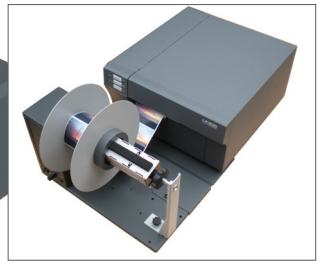
- » Quick set-up and easy operation
- » Accurately applies labels to the front (AP360) or front and back (AP362) with variable spacing
- » Fast – labels are applied at 5.3″ (135mm) per second – up to 1200 containers per hour

DX850 LABEL DISPENSER

DX850 Label Dispenser automatically peels and presents self-adhesive labels one at a time. It replaces manual label peeling, making your production lines faster and more efficient.



LX900 Color Label Printer sold separately.



RW-12 LABEL REWINDER

RW-12 Label Rewinder makes it easy to rewind large quantities of labels. It's perfect for use with virtually any direct thermal, thermal transfer or inkjet-based desktop label printer, including Primera's popular LX-Series Color Label Printers.

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CX1000
COLOR LABEL PRINTER

Primera's new CX1000 Color Label Printer is an industrial-grade short- to medium-run desktop color label printer. It allows manufacturers of all types to produce full-color, highly-professional labels in-house. You'll save time and money by printing only the labels you need, when and where you need them.

With 2400 dpi print resolution, print quality exceeds that of virtually all other desktop printing solutions. Compared to 1200 dpi or 1600 dpi alternatives, you'll notice a striking difference in color depth. Colors are more vibrant. Text and graphics are sharper. Pantone® spot-color support is included for precise color matching.

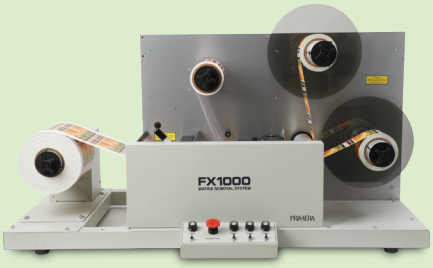
CX1000 is fast at up to 16.25 fpm (5m/minute). Once a job is started it can be left unattended. A built-in cutter automatically cuts the web once the job is completed. Discover the convenience, cost savings and higher print quality you'll get with CX1000!

APPLICATIONS:

- Specialty, organic and gourmet foods and beverages
- Wineries, breweries and distilleries
- Coffee roasters and specialty teas
- Cosmetics and personal care products
- Nutriceuticals and vitamins
- Private labeling
- And more

FX1000
MATRIX REMOVAL SYSTEM

Primera's FX1000 Matrix Removal System is the perfect accessory to the CX1000 Color Label Printer. FX1000 in a single automated process, removes the waste label matrix while slitting and rewinding your labels to finished rolls.



Digital Label Printing and Finishing

CX1200
COLOR LABEL PRESS

Primera's CX1200 Digital Color Label Press provides professional-grade short-run label printing for label houses and manufacturers who need complete flexibility with size and shape. Ideal for runs of 1,000 to 25,000 labels at a time.

Utilizing one of the highest-resolution color laser engines available, CX1200 gives you the professional quality, speed and flexibility of digital presses costing many times more. You'll be able to produce from one to tens of thousands of labels at a time quickly and with a high ROI.

Primera's CX1200 produces output that is Pantone® spot-color matched at up to a 2400 dpi print resolution. Print speed is impressive at 16.25 fpm (5m).

With its heavy-duty, 12" (305mm) O.D. unwind and rewind capacity, 8.5" web width, extra high-yield toner cartridges and affordable acquisition cost, CX1200 is your best way to start making new profits with short-run digital label printing!

ADVANTAGES OF PRODUCING LABELS IN-HOUSE ON THE CX1200 COLOR LABEL PRESS AND FX1200 DIGITAL FINISHING SYSTEM:

- Lower cost per label = higher profits
- Fast and flexible
- React quickly to market changes
- Superior print quality
- Simple operation – includes software that matches your workflow
- Opens up new markets
- Supports roll and sheet fed input

ASK ABOUT ECO-FRIENDLY SUBSTRATES

APPLICATIONS:

- Specialty, organic and gourmet foods and beverages
- Wineries, breweries and distilleries
- Coffee roasters and specialty teas
- Cosmetics and personal care products
- Nutriceuticals and vitamins
- Private labeling
- And more

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FX1200
DIGITAL FINISHING SYSTEM

Digital Label Finishing Has Never Been This Fast, Easy and Affordable!
Until now, digital label finishing has been expensive, complicated, and not particularly well-refined. But no longer.

Primera's FX1200 Digital Finishing System is here!

This innovative new machine is ready to meet the demands of converters and manufacturers who need reliable, professional-grade finishing equipment to complete their digital label production. FX1200 is an "all-in-one" off-line solution that laminates, digitally die-cuts, removes waste, slits and rewinds labels to finished rolls.

With the FX1200 you can cut simple shapes to complex contour designs without expensive plates and dies all with easy to use touch screen controls for optimum efficiency and step-and-go operation.

FX1200 can finish labels printed from a variety of narrow web output devices including the CX1200 Color Label Press at a rate of up to 20 fpm (6.1m).

With FX1200, you'll be able to quickly and easily perform all of these label finishing steps in a single, integrated and automated process:

Laminating

Digital die-cutting

Waste matrix removal

Slitting

Rewinding to finished rolls

Label Printer Supplies

Label printer ink and toner cartridges, accessories and supplies are available through our channel of authorized resellers and distributors.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is the world's leading developer and manufacturer of specialty printing equipment including the LX-Series Color Label Printers, AP-Series Label Applicators, LP130 laser Marking System and CX1200 Color Label Press and FX1200 Digital Finishing System.

Primera distributes its products in more than 179 countries with service and support for North America, Latin America and South America from Plymouth, Minnesota. EMEA customers are serviced and supported from Wiesbaden, Germany through Primera Europe. Primera Asia Pacific, located in Hong Kong, serves customers in Asia Pacific.

READ MORE ABOUT OUR PRODUCTS FROM YOUR SMARTPHONE

Download a QR Reader app,
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FOR MORE INFO,
VISIT US AT PRIMERALABEL.COM

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