

Labels as art

The Primera LX series printer is being used creatively by German artist Kerstin Jeckel to produce sophisticated packaging for her series of panel prints. *Katrin Hoffmann* of Primera describes how this application came about.

Kerstin Jeckel is an artist with passion. Between 1983 and 1989 she studied art and art history at the Städelschule State Academy of Fine Arts in Frankfurt. Since then she has become well known far beyond the borders of her hometown, Wiesbaden. Her series of panel paintings have been widely praised and favoured by art collectors and experts. These panel paintings are only 18 x 13 cm, her smallest pieces that are as multi-layered, complex and intensive as her large pictures.

Her other passions, besides painting, are beautiful packaging and typography. She wanted special packaging for these panels, especially as the small paintings are often purchased as gifts. A fitting gift wrapping was necessary, that would incorporate the corresponding motif and the item number, between 1 and 12 – so not only an original unique painting, but also packaging.

The panel paintings have been sold since 1995. In the early days this was a clear folder; a couple years later, a specially designed cardboard box was used. Therefore, each box needed a specially designed label. While searching for a suitable solution the artist learned about Primera Technology and



Primera printed labels for panel paintings.

its LX-Series Colour Label Printer. The machine met Ms Jeckel's expectations, for print quality and performance and she purchased a system. To the delight of artist and her customers the first bespoke and professional art packaging was created within a short period of time. Now, as soon as a new series of paintings is completed, a new label and corresponding packaging are designed.

Providing inspiration

The LX-Series combines high resolution printing (up to 4800 dpi print resolution) with well engineered inkjet technology and guarantees brilliant and full colour label production for all kinds of product packaging. The digital system has no high set up charge; there is no minimum production quanti-

ty so the artist can be always flexible in design and production of each label. From initial set up to full operation, the LX-Series is easy to use. Artists like Kerstin Jeckel are able to either use the included design software NiceLabel SE, or other graphics applications. These include Adobe Photoshop or Illustrator, so providing maximum flexibility and creativity in their designs.

'By using the LX-Series I developed other ideas. After a while I started using hologram bags instead of the cardboard boxes, as they have a classier, more original and individual look – especially as I use a different bag colour for each new series,' commented Ms Jeckel.

Because of the different label sizes and materials printed by the LX-Series, it has become a constant source of inspiration.

'When someone visits my art gallery and leaves it with a new piece of art, they should carry it home in a nice bag, like you do when buying new clothes in a boutique,' she added.

Therefore the artist purchased paper bags in all kinds of colours and depending on the occasion these bags are labelled with different designs. 'These paper bags look as elegant and classy as the packaging of my panel paintings, because labels produced with the LX-Series reflect brilliant colours and the glossy finish adds to their high quality look,' enthused Ms Jeckel.

Exploiting creativity

Her customers are not only classical art collectors, but also industry and business people – interested in individualised products. By using artistic themes or company logos it is possible to design personalised labels for all kinds of products within just a few minutes. The enthusiasm is enormous. However, the average production volume is often small. Offset printing isn't cost effective for this kind of print jobs and label production using a normal office printer and common label sheets doesn't provide the needed quality. For all these reasons the LX-Series is used constantly and in the process the artist develops new applications for it. The LX-Series leaves lots of room for individuality and creativity – an excellent tool to exploit the opportunities and possibilities of an artist's studio. So, just as with the paintings, no labels are identical and the print helps draw the maximum possible attention to the product.

'And the best part of it all,' said the artist, 'is the fun you have while working with this label printer!' ■■

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