



Spotlight on: PRIMERA TECHNOLOGY EUROPE™

Primera's technology for digital labels is being expanded to offer both print and finishing options.

First launched in March 2009, the CX1200e Digital Label Press from Primera Technology has quickly become a best seller, with installations around the world including the USA, Germany, England, France, Belgium, Italy, Australia, the Czech Republic and Russia. This year the press will be joined by a versatile finishing system, which means that customers are able to source a complete digital labels solution from Primera.

Engine power

The CX1200e offers a cost effective and easy to set up and use solution. It has recently been developed to include even more benefits and features. This has included a new rewind/tensioning system utilising IntelliTorque™ technology. This allows the rewind mechanism to automatically apply the right amount of tension as the printed roll increases in diameter. It ensures perfect rewinds on every roll when using approved media and means that output is delivered ready for finishing.

Another new feature is RichBlack print optimisation, which delivers deep, highly saturated black printing on labels, producing striking contrast with other colours. The press boasts print resolutions up to 2400 dpi.

The machine makes use of a colour laser engine that can run at up to five metres per minute and is suitable for the production of just a few labels up to tens of thousands.

The CX1200e is also versatile in media handling, competently managing a range of substrates including matte, semi-gloss and glossy laser plain papers, pressure sensitive papers, white and clear polyesters and PVC.

Included with the engine is Primera's PPrint 8.0 RIP and production management software. PPrint allows users to import label designs, prepare them for printing, and colour manage jobs (Pantone approved colour is supported).

There are four high capacity cartridges to supply toner (rated for around 15,000 pages). These are quickly and easily replaced – taking only seconds to change.

They come with a clever integrated memory chip that keeps track of the amount of toner in the cartridge and allows users to select exactly the right cartridges for the number of labels and the ink coverage you need to print. This means that ink won't run out in the middle of a job and savings can be made as toner is utilised to the full.

Primera offers no-charge cartridge recycling for the life of the press.

Finishing in style

To complete the digital label solution, Primera is now offering a new digital finishing system – ideal

for use with the CX1200e, but also suitable for use with other narrow web output engines.

The FX1200e Digital Finishing System offers, in one single process, the ability to laminate, die cut, slit and rewind, as well as the removal of the waste matrix. Finishing speeds are rated at up to 6.1 metres per minute.

One of the major benefits of this finishing system is innovation in the die-cutting process. Instead of hard tooled or flexible steel dies, the FX1200e uses digitally controlled tungsten carbide steel knife blades. This means that users never have to buy a die or wait for it to be made and delivered. Turnarounds will be faster and there is a significant saving in time and cost.

The system also makes use

of Primera's patent-pending QuadraCut™ technology. This uses up to four knife blades at a time across the web and increases throughput dramatically compared to systems that use only a single knife.

The cutter can be used to create almost any shape or size on a variety of materials including matte and gloss paper, polyester, vinyl, polypropylene, BOPP and many more.

With Primera's digital printing and finishing equipment, customers can get a complete digital label printing and finishing solution from a single vendor at a breakthrough price of less than € 50,000.

For more information call 49 (0)611 92777-0

or visit www.primeralabel.eu.

