



PRINT YOUR OWN SHORT-RUN FULL-COLOUR LABELS

MANUFACTURERS OF ALMOST ANY TYPE OF PRODUCT OFTEN FIND THEMSELVES IN NEED OF SHORT-RUN, FULL-COLOUR CUSTOMISED PRODUCT LABELS. THE REASONS ARE MANY: FOR USE ON PROTOTYPE PRODUCTS, PROMOTIONAL CAMPAIGNS, AND PERHAPS MOST OFTEN, BECAUSE THE MANUFACTURER HAS MANY DIFFERENT PRODUCTS THAT ARE ALL PRODUCED IN SMALLER QUANTITIES.

In all of these cases, the printed quality and appearance of these labels are extremely important. Providing a professional appearance on packages can easily make the difference between a product selling well or simply sitting on the retail shelf.

But finding a cost-effective and convenient way to produce high-quality, full-colour labels has not been easy. One of the few solutions out there is the LX-Series Colour Label Printers by Primera Technology utilise the latest in thermal inkjet technology to produce full-colour product labels at up to 4800 dpi – about 240 times higher resolution than flexo – in up to 16.7 million colours.

Inkjet technology has been in widespread use for many years in home, office and even professional photo and poster-printing applications. But because it had not been used extensively in the label industry, many people thought that it was not robust or water-resistant enough to produce primary product labels. With today's state-of-the-art inkjet technology, just the opposite is actually true.

Labels printed on the LX-Series printers are not only brilliant and highly professional looking, they're also scratch-, smudge- and with certain substrates even water-

resistant. Because the label material allows inks to sublimate and become sealed below the actual print surface, printed photos, graphics, text and barcodes are protected against a wide range of environmental factors. Just a few of possible applications include patient wristbands, labels for gourmet, organic or speciality food, personalised wines and spirits, honey and jams, cosmetics and personal care products, gift baskets, promotional labels, test marketing and more.

In general there are two LX printer models available that can produce full-colour labels: the LX400e and the LX900e Colour Label Printer. LX400e is the smallest inkjet label printer in Primera's product range and uses one multi-colour cartridge to print labels up to 108 mm (4.25") wide. It's affordable enough for virtually any business and perfect for a single label up to hundreds of labels at a time, especially if there's a need for individual and personalised labels in small quantities of different designs.

Primera's newest printer, LX900e, has extremely fast print speeds of up to 114.3 mm (4.5") per second in draft mode – up to 17 times faster than LX400e. LX900e also has separate ink cartridges for each colour; saving money on every printed label but especially if a label



design uses more of one colour than another. With separate ink cartridges, you replace only the cyan, magenta, yellow or black ink that needs replenishing. LX900e incorporates the most advanced inkjet technology ever offered in a desktop label printer. Called Primera Imaging Perfection, this all-new printing technology delivers razor-sharp text, graphics and the most photo-realistic printing possible.

Both LX models print onto many different inkjet-qualified label and tag materials, including white and clear polyester and white BOPP. Economical water-resistant paper labels are available in high-gloss, semi-gloss and matte finishes.

Primera Technology looks back to a over thirty years history of designing and manufacturing speciality colour printers and the LX-Series Colour Label Printers are the perfect label printing solution for

manufacturers as well as retailers or importers that will set their products apart from others.

SPECIAL LX400E VIDEO PROMOTION – GET A FREE PRIMERA OFFICE SET BY FABER-CASTELL!

The most convenient way to learn more about something is to actually see it. The easiest way to do that is by setting up a video.

If you watch Primera's product video of the world's smallest full-colour label printer until September 30th, 2011 and answer a single question afterwards, you will receive a Primera office set by Faber-Castell.

THE LINK TO WATCH THE MOVIE IS [HTTP://WWW.PRODUCENEWS.PRIMERA.EU/](http://www.producenews.primera.eu/)