

Primera keeps innova

With label printing systems that can meet most requirements for speed, quality and volume, Primera Europe continues to push its technology further to help its customers be efficient and profitable.

Whether a digital label printing system is needed for small runs or large, Primera Technology believes it has the right technology to offer customers. Primera Europe came into being in 2000, two years after the company was first established in Plymouth, Minnesota, USA, with a mission to produce technologically superior products that offer a high degree of customer satisfaction and value.

It has therefore been operating in the printing industry for many years, and its range of label printers, which include the CX1000e, the digital printing and finishing solution CX1200e/FX1200e, and LP130e for durable labels, are a major part of a varied and world leading array of speciality printing devices. Primera's versatility is proven by the fact that this array includes systems for applications as diverse as CD/DVD/Blu-ray disc publishing and medical slide printing, as well as labels.

Primera's products are manufactured at the company's headquarters in Minnesota and at an overseas facility in Montego Bay, Jamaica. It distributes printing equipment globally to more than 170 countries, and to a variety of industry sectors. Its clients include the US Ministry of Defence, Warner Brothers, 3M, BASF and a range of national banks.

Technological innovation continues apace, with the latest and most exciting product in the Primera portfolio being the CX1000e Color Label Printer. This system makes producing your own labels in-house incredibly fast and easy, saving users both time and money. The company said that one feature that really makes the CX1000e stand out is its 2400 dpi print quality, a major boost in comparison to other companies' standard 1200 or 1600 dpi machines.

The CX1000e prints onto many different laser-qualified label materials, from plain paper to clear polyesters. All printed labels



The LP130e laser marking system (front) and FX1200e digital finishing system.

are waterproof, as well as highly scratch, smudge and tear resistant. They have been specifically designed with best-of-class performance in mind. From initial set-up to running larger jobs, Primera suggests that there is no easier product to operate anywhere else on the market.

The system finds a perfect companion in the FX1200e digital finishing system, which can die-cut, laminate, slit and rewind, with waste matrix material removed. Together, the two systems deliver advantages of lower cost per label and fast and flexible production that enables users to react quickly to market changes.

Described as the fastest desktop label printer in the world, the Primera LX900e system produces full colour labels at up to 4.5 inches per second in draft mode. Short runs are printed fast and efficiently, helping customers to increase production volumes. The company said that the LX900e incorporates the most advanced inkjet technology ever offered in a desktop label printer – its Primera

Imaging Perfection technology delivering razor-sharp text, graphics and the most photo-realistic printing possible. It can print at up to 4800 dpi resolution.

Laser marking of durable label film has always been a complicated and expensive process, and it was in answer to this that Primera developed the LP130e Laser Marking System. It can be used on the desktop and contains a high-powered solid state diode laser, which either ablates or phase-changes a wide range of speciality label substrates at a much lower cost and with far greater



Primera's LX900e

Primera developed its CX1200e Digital Label Press because such systems have been an expensive investment in both time and money, and the industry needed a simpler, more cost-effective solution. The CX1200e delivers short run, full-colour digital label printing at a breakthrough price, and utilises one of the fastest and highest-resolution colour laser engines available. Print speed is five metres per minute, and like the CX1000e it can print at 2400 dpi resolution, with bright and vibrant colours.

ting in label printing

simplicity than was possible before. Labels produced on LP130e are designed to be replacements for etched metal plates as well as thermal-transfer laminated polyester bar code labels.

For Primera, customer satisfaction is of course a paramount priority, and this is why the manufacturer offers all software updates as free downloads from its website, as well as offering a free extended 24 month warranty

post-registration. This offer is valid with the purchase of any desktop inkjet label printers and label accessories.

The company has significant plans in place for the future, plans that will see it develop new and innovative products which will be distributed into a variety of new industries. The priority is to make existing products operate at maximum capacity, and then swiftly move into new developments.

It will certainly remain at the forefront of innovations and trends in the labelling industry, while continuing to display its strength and versatility in dynamic new fields such as Radio Frequency Identification (RFID), which is becoming an increasingly integral part of the company's business. ■

www.primera.eu

www.primeralabel.eu

Primera LX900e colour label printer helps Chiltern Valley Wines refresh labels

Based at Old Luxters, on the slopes of the Chiltern Hills, surrounded by beech woodland and overlooking the beautiful Hambleden Valley near Henley-on-Thames, Oxfordshire, Chiltern Valley Wines is a truly independent brewery that produces and sells its produce through its vineyard, winery, Old Luxters Brewery, liqueur making facilities and cellar shop.

While the company has been proud to revive the tradition of farm-brewed, full mash, Real Ales using wooden-clad mash tun, copper, liquor and fermentation vessels, it also combines these traditional methods with the very latest technology in sterility and temperature control. In recent times, the company has undergone a similar transformation in how it produces the labels for its wines, using vintage style label stocks alongside cutting-edge printing technology from Primera.

The labelling facility at Chiltern Valley's modern production, bottling and labelling plant was using a thermal printer which seemed fine, up until a point. There were issues though, not the least of which was that Chiltern Valley wanted to really raise the quality standards of its labelling. Donald Ealand, production and general manager, explained: 'As well as being technically challenging, it was expensive to run the old machine, and it did not print colour easily as you had to change the ribbon each time. We wanted to produce high quality stunning labels for our increasing range of fine, award-winning wines, ales and liqueurs.'

An alternative printing system was needed to print more efficiently and effectively, and the company also needed to have a better feel for the general loading and use of the machine. While going through these thought processes, it received a call at the end of 2012 from Andrew Taylor, manager of distributor Microboards

Technology, promoting the benefits of Primera's LX900e colour label printer. A demonstration was arranged, and the rest, as they say, is history. The LX900e prints at the same speeds as the old device, but the quality is far higher.

'The whole printing process is now much easier and, just as importantly, accurate. High quality colour labels are easily printable,' said Mr Ealand. 'We would now always choose Primera due to stunning print quality, speed, cost per label, on-demand capability so we can produce labels when we need them, and lastly, reliability. We needed something we could rely on and this is somewhat of an industrial strength printer. We think it is great value, especially in the fact that we can order individual inks and that inkjet labels are easy to obtain.'

The winery can now produce full colour labels (with images or not) on demand, and within half an hour will have produced an average of a thousand labels on the production line. The vintage style label stock has also greatly improved first impressions when people see a bottle of Chiltern Valley's produce, giving the bottles the rural type feel that matches perfectly with its idyllic setting on the slopes of the Chiltern Hills.

'We now have visually stunning labels to compliment our award winning wines, and the proof is that customers have commented on them since the change from our old method,' said Mr Ealand.



'The whole printing process is now much easier and, just as importantly, accurate. High quality colour labels are easily printable.'
Donald Ealand,
Chiltern Valley Wines

