



# Innovation in Label Printing

By Primera Technology

With a mission to produce technologically superior products that offer a high degree of customer satisfaction and value, Primera Technology, Inc. was established in 1998 in Plymouth, Minnesota, USA. Since then, in 2000, Primera Technology Europe has been born and the company as a whole has developed into a leading manufacturer of digital label printing and all other forms of speciality printing equipment.

Following a long history in the industry, Primera started off with disc publishing equipment for printing and burning optical media, but as time has gone by they have delved into label printing, labelling accessories and, most recently, medical slide printing.

These days, Primera's core industry is digital label printing. Whether a digital label printing system is needed for small runs or large, Primera believes it has the right technology to offer customers. Its range of label printers has grown and developed over the years and now includes digital label presses and finishing systems, inkjet colour label printers, label applicators as well as the LP130e Laser Marking System for durable labels.

The latest product in the impressive Primera portfolio is the CX1000e Color Label Printer. The CX1000e makes producing your own labels in-house so fast and easy. It's ideal for producing short- to medium-run jobs in various sizes and is the first laser printer to print on pre-die cut label stock. With 2400 dpi print resolution and print speed of five metres per minute, CX1000e delivers professional full-colour print quality along with high-speed production.

Andreas Hoffmann, managing director of Primera Technology Europe, states: "Our machine prints onto many different laser-qualified label materials, from plain paper to clear polyesters. All printed labels are waterproof, as well as highly scratch, smudge and tear resistant. They have been specifically designed with best-of-class performance in mind." Ink is also highly UV-resistant so printed labels can be used indoors or outside. If finished rolls are needed, Primera offers the FX1000e Matrix Removal System that automates waste label matrix removal, slitting and rewinding to finished rolls.

For larger production volumes Primera developed its CX1200e Digital Label Press because such systems have been an expensive investment in both time and money in the past, and the industry needed a simpler, more cost-effective solution. The CX1200e delivers full-colour digital label printing at a breakthrough price, and utilizes one of the fastest and highest-resolution colour laser engines available. CX1200e comes with the same print speed and print resolution as the CX1000e.

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. Finishing speeds are rated at up to 6.1 metres per minute. 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 through put 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.

"Manufacturers and distributors from all kinds of industries often want to produce higher quantities of their own high-quality labels in house. Our label combos CX1000e/FX1000e and CX1200e/FX1200e are the best-in-class solutions for that kind of application," says Hoffmann. 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.

Customer satisfaction is also one of Primera's main priorities, and this is why the manufacturer offers all updates as free downloads from its website. In addition, Primera Europe is also offering a free extended 24 month warranty post-registration. This offer is valid with the purchase of any desktop inkjet label printer and label accessory.

Regarding the future of the company, Primera has significant plans in place, which will see them develop new innovative products and distribute them into a variety of new industries. Hoffmann explains: "Firstly, we want to make our existing products operate at maximum capacity, then swiftly move into new developments. At the moment we have a couple of ideas, the first being a medical cassette printer for tissue cassettes but we will see where our ideas take us." ■



For more information visit the company's website at [www.primeralabel.eu](http://www.primeralabel.eu) or contact their office at +49 611 92777-0