

Primera Technology Europe

PRIMERA
TECHNOLOGY EUROPE™

With Primera's digital label printing equipment, product labels really stand out

Smart label printing solutions

Smart product labelling and packaging is extremely important and plays a significant role in the consumer's purchasing decision. Manufacturers of almost any type of product often find themselves in need of short- to medium-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. Putting the most professional colour labels possible on products will set them apart from others. This is especially important for smaller manufacturers who can actually increase their sales by making their products stand out through innovative packaging and labelling. It also allows manufacturers of all sizes to offer private label goods in smaller quantities.

Primera Technology, a leading manufacturer of speciality colour printers widely known for its inkjet-based label printers, has successfully developed short- to medium-run solutions using colour laser technology, such as the CX1200e Color Label Press, a roll-to-roll dry toner-based laser printer. CX1200e is the perfect solution for service bureaus and a broad range of manufacturers who need to print from just a few labels to tens of thousands of labels at a time. With 2,400 dpi print resolution and print speed of five metres per minute, CX1200e delivers professional full-colour print quality along with high-speed production. CX1200e output has much deeper and far more vibrant colours. Dot patterns are virtually imperceptible. And for the most precise colour control, pantone-approved spot colour support is included.

CX1200e prints onto many different laser-qualified label materials including pressure-sensitive plain papers, white and clear polyesters and more. Printed labels are waterproof, highly scratch, smudge and



tear-resistant. Ink is also highly UV-resistant so printed labels can be used indoors or outside.

New product innovations

Primera is always trying to come up with improved or new printing solutions. Just recently Primera showcased a new industrial-grade desktop printer using inkjet technology: the new LX2000e Color Label Printer. LX2000e features large ink tanks for lower cost per label, fast print speeds and pigment ink for better water and UV resistance. Other highlights include built-in wired/Ethernet or wireless connection options, 'pizza wheel' cutter, front colour LCD control panel and viewing window for label stock levels.

Global provider of label printing solutions

Primera Technology is a leading developer and manufacturer of speciality printing equipment using inkjet and laser technology. Primera's mission is to produce technologically superior products that offer a high degree of customer satisfaction and value while conducting business affairs with unparalleled integrity, courtesy and professionalism. The company has built well over a million inkjet, thermal transfer and dot matrix printers throughout its history.

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