

STICKING IT TO THE COMPETITION



This summer, Primera Technology, one of the world's leading manufacturers of specialty printers, announced its fastest ever desktop printer, the new LX2000e Color Label Printer. Boasting a label print speed of up to 152 mm per second, this makes it about 25% faster than Primera's best selling Lx900e. 'LX2000e represents an entirely new product class in desktop label printing,' said Mark D Strobel, Primera's vice president of sales and marketing. 'With large ink tanks we can offer an extremely competitive cost per label. We have pigment ink that has far more resistance to water, chemicals and UV light. Print quality is superb. Add to that our wired ethernet or USB 2.0 or wireless connection options, along with 210 mm print width and you have got everything most companies would ever need. With LX2000e, there are only benefits and no compromises.'



WHAT YOU NEED TO KNOW...

- Dimensions (WxHxD): 495 mm x 259 mm x 521 mm.
- Weight: 45 lbs (20.4 kg).
- Label design software: BarTender UltraLite Primera Edition included. Can also be used with most other popular label design and graphics software programs.
- Print method: Thermal inkjet with pigment ink.
- Print resolution: Up to 4800 dpi.
- Maximum print width: 210 mm.
- Media width: 213 mm.
- Print speeds: Draft Mode: Six feet per second.
- Inks: Individual ink cartridges for cyan, magenta, yellow and black.
- Media types: Roll fed pressure sensitive labels or full feds tags.

HOW CAN IT HELP MY BUSINESS?

- 1 Large, separate ink cartridges for cyan, magenta, yellow and black keep the cost per label low.
- 2 Pigment based ink for stronger resistance to UV light, chemicals and water, built in 'pizza wheel' cutter, colour display, viewing window to see label stock levels and wired ethernet or USB 2.0 and wireless connection options.
- 3 Perfect for labels for coffee, wine, water, bakery, confectionery, meat, cheese and hundreds of other specialty and gourmet foods.
- 4 Great for printers in need of GHS compliant label solution.
- 5 Printer drivers are included for Windows Vista/7/8, along with Bartender Ultralite Software and Nice-Label SE (for Windows) to format label designs, add barcodes, QR codes, etc.
- 6 Built in wired ethernet, USB 2.0 or wireless connectivity.