

# One cannot live without the other

Discover the perfect solution to your labelling needs with the help of Primera.

To get the perfect label for your product, you not only have to choose the label printer that fits your budget and your requirements. You also have to use the perfect label substrate, because one cannot live without the other.

In its over 40 years of experience in the printing industry, Primera Technology successfully developed short to medium-run label solutions using not only inkjet-based technology but also laser technology.

Primera's product line of colour inkjet label printers is called LX-Series. For start-up and small businesses, Primera's entry-level colour label printer LX500e utilises a new print engine that doubles the maximum print speed from 25mm to 51mm per second. LX500e is also perfect for in-store on-demand label printing applications, such as personalised labels. With its footprint of just 26.4 x 38.9cm and a height of only 18cm when the printer is closed, the LX500e meets the requirement for a compact solution suitable to place at any point of sale. Its high-yield, tri-colour ink cartridge simplifies operation and ongoing maintenance, eliminates problems caused by fixed print heads and minimises downtimes during ink replacement. Not to mention that keeping just one SKU in stock (instead of multiple cartridges and replacement print heads) saves money and simplifies inventory management. Fast print speeds and an optional built-in guillotine-style cutter allow users to quickly and easily print and cut their short-run labels.

Next in line is the LX2000e. The industrial-grade label printer stands out for its robust



construction, its reliability and consistency of the printing output and is designed for applications that need extremely durable labels. Primera's LX2000e represents a new generation of mid-range inkjet label printers, which uses BS5609 certified pigment ink. In combination with various synthetic materials like the Primera Poly White Matte BS-certified label substrate, LX2000e's labels are highly water and UV-resistant and therefore fulfil all requirements for GHS compliant labelling. This durability supports applications such as frozen or refrigerated foods, beverages, but also bath and shower products or containers and drums of chemicals.

To produce exceptional product labels, one not only needs reliable print technology but also high-quality substrates. It's always the combination of hardware and the right label material that fits the requirements of each application. Over the years, Primera worked with several substrate manufacturers. The Primera Genuine certified inkjet label substrates include a variety of materials and finishes, such as Primera's high-gloss, semi-gloss, matte and vintage paper. Primera Vintage Paper Eco label material is cream-textured and has been designed specifically for applications where an authentic, natural or ecological look

is desired. It has excellent inkjet print quality, with fast ink drying time and offers good water-resistance in ice bucket immersion.

Primera's latest Cotton Fabric Cream with its natural coloured look promises to be the right choice for product, promotional and personal labelling. With a total weight of 284 g/m<sup>2</sup>, it has excellent inkjet print quality with low saturation, saving you time and money. It is ideal for applications printing text information and full-colour graphics, as well as mattress and carpet labels.

All Primera Genuine certified inkjet-materials are the ideal choice for Primera's LX-Series Color Label Printers. Proper testing in the final application environment is recommended, especially when used near water or chemicals. All pressure-sensitive materials should be tested thoroughly under end-user conditions to ensure it will meet the requirements of the specific application.

At the upcoming Natural & Organic Products Europe event (April 22-23, 2018) visitors will have the opportunity to see and test all the different label materials Primera has to offer, along with their label printers and accessories at stand Q36. For more information about LX-Series label printers and Primera Genuine substrates, visit <http://primeralabel.eu>