

Working with businesses to unlock **future growth**



Cash culture

Getting capital working for you

Photo opportunity

Plenty of things to print pictures onto

All together now

How workflow integrates everything

Stuck on you

Decals that can go just about anywhere

Personalised label printing at POS with Primera's LX500e

According to the Oxford Dictionary "to personalise" means "to make (something) identifiable as belonging to a particular person." However, as simple as the description behind this concept may sound, the implementation is very diverse especially when it comes to product personalisation. The ever-growing desire for exclusivity through uniqueness is a market development that encompasses many industries including food, drinks and cosmetics.

Probably the easiest way to make a product more special, more unique, is by personalising its label. Either by offering a selection of name variations, different colour and design templates, personalised messages or by including individual photos. The possibilities are almost endless. Nevertheless, every company should decide carefully how much room for individuality it is willing to offer to customers without risking that the label production turns into a money pit.

As a business, you can either offer personalised labels as an additional service through your website or you can decide to go for an in-store on-demand printing solution, which allows customers to personalise a consumer product with a label that contains a photo or individual text before having it printed live at the point of sale (POS) to take away. The main advantage of such POS live printing solutions is exactly that it doesn't take days or even weeks until you receive your personalised product. You just wait a few moments and then can take it home.

Since space in stores is limited and expensive the required space for such in-store solutions must be as small as possible. If this is the case, using live printing services at sales promotions such as roadshows, festivals and concerts are also possible. In addition, the print quality has to mirror the quality of the product and the solution itself must be as maintenance-free as possible.

Which printing technology should you choose?

Primera Technology, a leading developer and manufacturer



of speciality printing equipment, has successfully developed short to medium-run label solutions such as its inkjet-based LX-Series label printers. Meeting the requirement for a compact solution suitable to place at your POS, Primera's LX500e Color Label Printer is the logical choice with its footprint of just 26.4 x 38.9 cm and a height of only 18 cm high when the printer is closed.

Another aspect to keep in mind: a possible downtime of the printing hardware (e.g. during cartridge changes) should be as minimal as possible. Nothing is more frustrating for customers than having to wait for their individual label longer than planned. The LX500e features the latest in inkjet printing technology, which uses only one colour cartridge with integrated print head realising photo-realistic printouts. The high-yield tri-colour cartridge simplifies operation and on-going 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. Operation should be intuitive, easy and fast not only for the customer when printing the personalised label but also for the staff maintaining the printer or replacing cartridges without great effort.

No matter which hard- and software is used to print personalised product labels, you should keep in mind that only a minimum number of labels are produced at once. In fact most of the time customers using your in-store printing service will just print one or two labels for the product they would like to purchase. Especially when small label runs are needed, Primera's LX-Series printers are more cost-effective and cost significantly less compared to offset and flexo printing. Because of its great flexibility and high performance promise, Primera's label printing equipment is popular with manufacturers and private labellers across different sectors. The printers have been widely utilised by those within the food and beverage markets. 

<http://primeralabel.eu>