

You can't have one without the other

Love and marriage, bread and butter, gin and tonic, needle and thread, strawberries and cream – so much better together! The same can be said for having the right paper for your label printer. Get it right, get the right harmony – and you are on to a winner.

To get the perfect label for your product you not only have to choose the printer that fits your budget and your requirements, you also have to use the perfect label substrate – because, you can't have one without the other! The two need to be in harmony if you want the very best quality.

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

So, if you are entering the digital label market for the first time, and want to test it out, or you are looking for commercial production, Primera is your ideal partner.

If you are a printer, or a brand owner, or a creative agency, or even a retailer, then Primera has the perfect solution to help you get the best short run labels.

Reliable

Primera's product line of colour inkjet label printers is called the LX Series. For start up and small businesses the company's entry level colour label printer, the LX500e, utilises a new print engine that doubles the maximum print speed from 25 to 51 mm per second. The LX500e is also perfect for in-store on-demand label printing applications such as personalised labels. With its footprint of just 26.4 x 38.9 cm and a height of only 18 cm 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 on-going maintenance, eliminates problems caused by fixed printheads and minimises downtimes during ink replacement. Not to mention that keeping just one SKU in stock (instead of multiple cartridges and replacement printheads) 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.

This clever machine will allow full colour labels with images, illustrations, graphics and text in high quality, quickly and efficiently.

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. Large, separate ink cartridges keep cost per label low while print speeds of 152 mm per second, along with 210 mm print width produce full colour labels extremely fast. Wired Ethernet, USB 2.0 and

wireless connectivity enables an easy integration of the LX2000e in existing production processes, allows printing jobs to be decentralised started and controlled.

Exceptional

To produce exceptional product labels one not only needs reliable print technology but also high quality substrates. It is always the combination of hardware and the right label material that

fits the requirements of each application.

Over the years Primera has worked together with several substrate manufacturers.

The Primera Genuine certified inkjet label substrates include a variety of materials and finishes such as the company'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.

Another highlight is Primera's Silver and Gold Shiny label material. The gold or silver shiny coated polypropylene material is ideal for product labelling, promotional labelling and industrial applications including photographic colour printing with the highest levels of imaging quality. Both substrates are used to highlight products and let them stand out on retail shelves. This material is also highly resistant to abrasion and tearing as well as to semi harsh chemicals.

Primera's latest Cotton Fabric White, with its optical white coloured look, promises to be the right choice for product, promotional and personal labelling. With a total weight of 284 g/m², 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.

And, to add to this great mix of printers and substrates, Primera also offers software that will help you to format your label designs and add things such as barcodes and QR codes.

You and Primera – simply so much better together! PS.