



Adam Evans and Nick Lowe and their Primera CX1200 Digital Label Printer.

Primera's digital label press and finisher – a winning combination

Having outgrown their premises four times in 10 years, the team at Guru Labels can confidently say they know a thing or two about printing labels. They recently expanded their offering and purchased a Primera CX1200 Digital Label Press and FX1200 Digital Finishing System to get them across the line.

From humble beginnings in a backyard garage a decade ago, Guru Labels outgrew its premises several times before settling in its current location in Tuggerah, on the beautiful New South Wales Central Coast.

Today the company is a thriving business that employs 14, supplying a diverse range of customised printed materials from labels to business cards, stationery, POS and consumables like paper and packaging to organisations large and small right across Australia.

It's their adhesive labels and stickers that are Guru Labels' specialty. These are the products they have built their reputation on.

Director Nick Lowe believes that it's the company's commitment to go above and beyond the customer's expectations when it comes to service and quality that is the secret to its success, coupled with its willingness to invest in new technologies as they become available.

"We're more competitive now that we have new machines and we've got more scope to take on jobs that require a quicker turnaround."

Servicing niche markets

By listening to the customers' needs and finding creative and cost-effective solutions, the team at Guru Labels have built up an impressive trade that has seen it supplying labels to multi-national corporations. However, for Guru Labels, it's not all about sizeable orders. Some of its clients, especially those operating in niche markets, often needed smaller runs of labels – and sometimes in a hurry!

To service clients more effectively, Guru Labels invested in a Primera CX1200 Digital Label Press and FX1200 Digital Finishing System.

"Having the Primera system has meant that we have more capacity to offer small runs of labels on rolls," explains Nick. "Before we could only supply labels in sheet form. Now we're able to supply customers with a more user-friendly product – labels on a roll at no extra cost."

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Primera FX1200 Digital Finisher



Speedy turnaround

According to Adam Evans, Production Manager, the ability to turnaround customer orders quickly and efficiently is particularly important to the team at Guru Labels.

There's no doubt that the purchase of the Primera system has increased customer satisfaction, as well as freeing up a lot of floor space.

"We used to have to print a job, leave it for a couple of days for the ink to dry and then cut," Adam explains. "Now we can throw it straight on the cutter as soon as it's printed and get jobs out far quicker than we used to."

Cost-effective solutions to boost productivity

Until recently, digital label presses have been prohibitively expensive. Advances in technology over the past three or four years have made a huge difference to one-stop-shop printers like Guru Labels.

"A printing press that used to cost half a million dollars, you can now buy for \$70,000 or \$80,000," Nick muses. "It's a different world."

The CX1200 Digital Label Press delivers all the most important benefits of high-end digital colour label presses, but at a fraction of the cost. It boasts a surprising 2400 dpi print resolution, ensuring that colours are bright and vibrant, text is sharp and bar codes and graphics are of the highest quality.

The FX1200 Digital Label Finisher is an all-in-one offline solution that laminates, cuts, removes the waste matrix, slits the label and rewinds the roll in a single, integrated and automated process.

It features digital cutting technology, which eliminates the need to produce a die, saving both time and money.

The right solution

Before investing in the Primera system, the company did their homework, investigating all the available options.

"We did a lot of research and found that most of the competitors on the market delivered something that wasn't quite cooked," Nick remembers. "One company's product might produce great quality labels but you might need to purchase a dedicated stock. Another might print really quickly but the cutting is very slow."

The Primera system turned out to be the ideal press and finisher to complement Guru Labels' impressive range of printing equipment. They purchased the equipment through Label Power, Primera's Australian reseller for the CX1200 and FX1200, located in Archerfield, Brisbane.

Primera provides a complete end to end service

"We're very pleased with the system, our customers are very happy. They're getting good quality labels in a sensible turnaround without paying for film, plates and knives. There are a whole lot of benefits there." Nick concludes.

From initial set up to running complete jobs, the Primera system is easy to operate.

Installation and training is available as an optional extra, a service Guru Labels was keen to take advantage of.

One of Primera's technicians spent a full day onsite working with Adam and his team who were then ready to start producing labels the very next day.

And it's not as if the service ceases once the technician has gone – the support staff at Primera's Melbourne sales and support office are always available to respond to any queries.

"If I come across anything I'm not sure about, I just pick up the phone," Adam agrees. "They're more than happy to answer my questions, or if any research needs to be done, they get back to me as soon as they can."



Labels produced on the CX1200

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