



PRINT YOUR OWN LABELS WITH PRIMERA'S LX COLOR LABEL PRINTERS

THE LX COLOR LABEL PRINTERS PRINT HIGH-RESOLUTION, FULL-COLOUR LABELS FOR FRESH GOURMET AND SPECIALTY FOODS.

In times of growing competition in the fresh food industry, especially small food companies, farmers or small wineries need to stand out against their competitors.

In times of genetically modified food available biological farmers and food producers need to emphasize that they grow and produce naturally without using undefined methods to increase their output. But how?

The most effective way to draw the customer's attention to a product – even in time of media overstimulation – is still the packaging and product label.

Primera Technology, Inc. leading developer and manufacturer of specialty printing equipment offers a label print solution that fits the requirements of small to mid sized farmers or food companies looking for a way to produce individual and personalized labels at lowest costs.

PRIMERA'S LX LINE OF COLOR LABEL PRINTERS

The LX400 and LX810 Color Label Printers are inkjet-based printers designed to print full-colour labels at up to 4800 dpi print resolution. Both print photos, text, graphics and bar code labels. Due to the combination of high-quality ink and label material printed labels are virtually scratch- and waterproof making the printers an ideal labelling solutions for baked goods, cheese, fruits and vegetables and more.

Substrates include semi-gloss and high-gloss materials in both paper and polyester. With the LX400 label size is as small as 19 mm wide and 19 mm long up to a maximum of 101.6 mm wide and 609.6 mm long.

The LX810 Color Label Printer offers all of the same label sizes but additionally prints larger labels up to a maximum width of an A4 page (210 mm).

SIMPLE USABILITY

Both Primera label printers are easy to set-up and operate. The user just connects the printer to a Windows-based

PC or Mac through a USB 2.0 interface.

It comes equipped with printer drivers for Windows® 2000/XP/Vista and Mac® OS X



and wedding gifts or events. Just by adding wedding names and dates, corporate logos with holiday greetings, labels will distinguish your products from the competitors at an affordable price.

Having the ability to print personalized food labels on demand, allows a label production within minutes rather than days or weeks. Labels for limited editions or seasonal products are finally affordable and companies are no longer depended on large and expensive print shops. In addition, labels can be customized in-house to meet client need.

With the LX400 an optional Media Cutter Accessory can be used to produce tickets and tags for admissions tickets, retail coupons, photo visitor badges and many other specialty applications.

LOW PRICE WITH HIGH-QUALITY RESULTS

Everything a user needs to get started is included: the printer, USB cable, AC adapter, NiceLabel SE design software, a sample roll of high-gloss paper label and a full-colour ink cartridge (the LX810 comes equipped with an additional black cartridge).

version 10.2 or higher. NiceLabel® SE Primera Edition label design software is included for Windows users. Mac and Windows users can also create graphics in any popular design software such as Photoshop® and Illustrator®, giving a maximum flexibility and creativity. All common bar codes are included in NiceLabel SE, including UPC, EAN, Code 39, Code 128 and 2D bar codes.

Many food manufacturers and private labellers use the LX Series to print high-quality, short-run food labels for retail packaging. Even farms and fisheries package seafood, chicken, beef, pork and smoked products with custom labels.

Personalized labels can also be printed on demand for corporate

