

# PRODUCE

## NEWS

### EXCLUSIVE FEATURES

EVERY PRODUCT NEEDS A LABEL  
ON-DEMAND AND IN-HOUSE  
LABEL PRODUCTION WITH  
PRIMERA'S COMBO SYSTEM



**PRIMERA**  
TECHNOLOGY EUROPE™

# CX-FX1000E COMBO SYSTEM



## CX-FX1000E COMBO SYSTEM

### ON-DEMAND AND IN-HOUSE LABEL PRODUCTION

Primera Technology – a leading manufacturer for label printing equipment – offers the perfect solution for businesses in the food and drink industry in need of on-demand product labels. The CX1000e Color Label Printer is the first color laser printer in the world that prints on pre-die cut label rolls. Thanks to an original Primera technology the pre-die cut label rolls are still with intact matrix and available in various media types: matt, high gloss or natural paper as well as opaque, translucent or transparent plastic films. This unique product delivers short runs of razor-sharp printed labels, high quality printing with no toner scatter, a photo mode print resolution of up to 4800 dpi and a print speed of five meters per minute. By having a label printer in-house it's easy to personalize products, change graphics or text such as ingredients or best before dates whenever it is

needed. In order to receive finished label rolls, ready to be applied, the FX1000e Label Matrix Removal System by Primera is the perfect accessory for the CX1000e. Once the desired quantity of labels is produced, the printed label roll is placed in the FX1000e. That machine offers a fast and easy way to remove the matrix, slit the liner and rewind the labels into tightly wound rolls. With the CX-FX1000e combo system the only inventory cost for a printed label is blank pre-die cut label stock and toner cartridges for color printing. There's virtually no waste or scrap. But one of the most important advantages of the system is that it offers maximum flexibility and punctuality in the production of color labels. An example on how a company can benefit from having its own in-house CX1000e Label Printer is the case of Italian manufacturer of supplements, herbs and organic

cosmetics Erbaflor. Erbaflor counts 19 employees – continuously growing – and successfully starts to expand even into the foreign market. Since 2010, the company owns a new factory with an authentic herbal laboratory, in which they realize the transformation of traditional herbs and plants. The company produces more than 700 herbal products, including dietary supplements, perfumes, essential oils and natural cosmetics as well as personalized product lines for contract manufacturing. The need for small label quantities for a large number of products, delivery delays, obsolete label stock, high inventory costs, printing errors and changes in regulations are only some of the problems, which Erbaflor had to face on a daily basis. A few years ago, in order to demonstrate the innovative capacity of the company and to temporarily solve the problem of printing small batches of full-

color labels on rolls, Erbaflor chose Primera once before by purchasing its inkjet printers LX400e and LX810e. In time the need for quantitative products has gradually grown. Sure and confident of the print quality and experience Erbaflor had with Primera's inkjet-based printers, the company decided to purchase a larger color label printer for pre-die cut label stock in early 2012 – the CX1000e. By choosing Primera's CX1000e Color Label Printer in combination with the MX-12e – another Matrix Removal System offered by Primera – Erbaflor can produce professional UV-, water-, solvent- and abrasion-resistant labels – perfectly suited to meet the highest quality requirements.

