



SHORT-RUN COLOUR LABELS BECOME AFFORDABLE

THE PRINTED QUALITY AND APPEARANCE OF LABELS IS EXTREMELY IMPORTANT. PROFESSIONAL-QUALITY LABELS CAN EASILY MAKE THE DIFFERENCE BETWEEN A PRODUCT SELLING WELL OR SIMPLY SITTING ON THE SHELF.

Finding a cost-effective and convenient way to produce high-quality, full-colour labels just got easier. Instead of ordering large quantities of labels from external label manufacturers, which can be expensive, Primera's printing solutions offer an alternative.

With Primera, you can easily produce short-run, full-colour product labels that are cost effective, either for seasonal products or for personalised labels for special events, for example a commemorative wine for a wedding or a company celebrating an anniversary or milestone in business.

An ideal printer to enable manufacturers to print individual full-colour labels is the LX900e Color Label Printer, Primera Technology's fastest inkjet colour label printer. Separate ink cartridges for cyan, magenta, yellow and black keep operating costs low, since only one colour at a time needs to be replaced. The semi-permanent print

head utilises all-new technology to produce razor-sharp text, brilliant graphics and realistic photo-quality printing.

CX1000e Color Label Printer, the latest addition to Primera's range of industrial label printers, is designed for in-house production of professional-quality product labels. It is ideal for producing short- to medium-run jobs of pre-die cut label material in various sizes. With 2400 dpi print resolution and print speed of five meters per minute, CX1000e delivers professional full-colour print quality along with high-speed production.

To make this a complete solution, Primera offers all kinds of different materials, including the new Vintage Paper Material, launched at the London International Wine Fair.

WHO NEEDS SHORT- TO MEDIUM-RUN COLOUR LABELS?

These are used in many food and drink applications including:

- Health food
- Nutraceuticals and vitamins
- Speciality, organic and gourmet foods
- Organic and natural foods
- Dairy products
- Speciality beverages
- Wineries, vineyards, speciality wine and spirits retailers
- Coffee roasting and speciality teas
- Juices, smoothies and water bottles
- Corporate gifts and much more!

With one of Primera's digital label printers and low-cost blank label rolls, you can print full-colour product or packaging labels with barcodes and eliminate the need for costly pre-printed labels. New labels can be created or existing designs modified on the bundled software, so it's simple to update label information as products change.

PEOPLE WHO INNOVATE!

Primera started off with printing solutions for optical media in 1998, but over time has moved into disc publishing equipment for printing and burning optical media, label printing, labelling accessories and, most recently, medical slide printing.

The company has significant plans in place, which will see it develop new innovative products and distribute them into a variety of new industries, with many future developments to look forward to.

PRIMERA TECHNOLOGY EUROPE

CONTACT DETAILS:

PRIMERA TECHNOLOGY EUROPE

PHONE: +49 (0)611 92777-0

WEB: [HTTP://PRIMERALABEL.EU](http://PRIMERALABEL.EU)

EMAIL: PRESSE@PRIMERA.EU

