

With Primera's digital label printing equipment product labels really stand out



Smart product labelling and packaging is extremely important and plays a significant role in the consumer's purchasing decision. Providing a professional appearance on packages can easily make the difference between a product selling well or simply sitting on the retail shelf. Putting the most professional colour labels possible on products will set them apart from others. This is especially important for smaller manufacturers who can actually increase their sales by making their products stand out through innovative packaging and labelling. It also allows manufacturers of all sizes to offer private label goods in smaller quantities.

Primera Technology, a leading manufacturer of specialty colour printers widely known for its inkjet-based label printers, has successfully developed short to medium-run solutions using colour laser technology, such as the CX1200e Color Label Press, a roll-to-roll dry toner-based laser printer.

CX1200e is the perfect solution for service bureaus and a broad range of manufacturers who need to print from just a few labels to tens of thousands of labels at a time. With 2400dpi print resolution and print speed of five metres per minute, CX1200e delivers professional full-colour print quality along with high-speed production. CX1200e output has much deeper and far more vibrant colours.

CX1200e prints onto many different laser-qualified label materials including pressure-sensitive plain papers, white and clear polyesters and more. A wide range of approved matte, semi-gloss, high-gloss and specialty food and beverage label materials are available. Primera has also qualified a selection of eco-friendly substrates. Printed labels are waterproof, highly scratch, smudge and tear-resistant. Ink is also highly UV-resistant so printed labels can be used indoors or outside. One of Primera's newest label materials is the Vintage Textured Paper Material, which comes with a plain paper surface, a water-soluble adhesive and an unbleached liner. Even though this biodegradable label material is not waterproof because of its composition the printing results are outstanding.

'Manufacturers and distributors from all kinds of industries but especially from the food and drink industry often want to produce higher quantities of their own high-quality labels in-house. Our CX1200e is the best-in-class solution for that kind of application,' explained Andreas Hoffmann, managing director of Primera's EMEA office Primera Europe. 'Producing your own labels on CX1200e not only saves time and is far more convenient, but it almost always saves you money, too.' Ordering massive quantities of pre-printed labels is no longer needed, there's no lead-time and no set-up charges, either. Design changes can be accomplished immediately so there's no wasted inventory.

If finished rolls are needed, the FX1200e Digital Finishing System is the perfect accessory to the CX1200e Color Label Press. It 'finishes' the printed output with several different operations including: lamination, digital die cutting, waste matrix removal, slitting and rewinding. Utilising Primera's QuadraCut technology, virtually any size and shape of label can be produced including complicated contour cuts, without the need to purchase expensive rotary or flat dies.

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