



# Primera points printers to labels

Fuji Xerox New Zealand has partnered with Primera and Colorgate to deliver a fresh opportunity for Kiwi printers

**S**HORT run label production for commercial printers has become a reality. Looking to streamline printers' capabilities in this growing sector, Fuji Xerox New Zealand has come up with a world first, teaming Primera label and finishing technology with Colorgate software.

Callum Hingston, managing director of Primera Asia Pacific, says, "The CX1200 digital label press and the FX1200 digital finishing system work as a matched pair. The workflow is ideal for one to do the printing and the other to provide you with the finishing. Additional to the high resolution 2400dpi printing quality necessary for prime product labels, the CX1200 can produce GHS and BS5609 compliant labels for the ultimate in label durability".

"This system provides a massive amount of flexibility in terms of short run production of labels for output



Callum Hingston, managing director Primera Asia Pacific, beside the Primera CX 1200, Primera FX 1200, and Colorgate RIP

on to rolls. The CX1200 digital label press produces short runs quickly with minimal set up from one to 10,000 labels, all in a short period of time. Then, with the FX1200 digital finishing system, you can laminate and perform high speed digital die-cutting, outputting completed rolls suitable for delivery to the customer. You can cut almost any size or shape and as it is all digital; no fixed costs for dies. The FX1200 has patented Quadracut technology which can simultaneously use up to four knives to significantly increase finishing speed. All other solutions in this class are single knife."

"The FX1200 enables you to produce continuous rolls and many end users need that capability. For instance, if you have a winery client and they need to put a thousand labels on bottles, then they need it on some form of applicator, whether that is semi or fully automated; label delivery needs to be on rolls, labour intensive sheets just aren't an option."

## Colorgate opens possibilities

COMBINING the printing and finishing in one place delivers obvious benefits but the addition of the Colorgate RIP software takes the system one step further than any other digital label system.

Hingston says, "Adding the Colorgate software to this system means you have total control of the process. For example, the software allows you to take a client delivered

PDF, with artwork and cutline embedded in it, and lay it out with as many repeats as you wish with appropriate eye marks. That roll can then be placed on to the FX1200 digital finishing system and, using the cut file provided by Colorgate and the eye marks on the roll, it will perform the high speed accurate digital cutting."

"It is automatic. One person can be simultaneously designing artwork, while monitoring the printing and finishing processes."

With the CX1200, FX1200, and Colorgate RIP software, Kiwi printers can take advantage of this new solution. It was Fuji Xerox New Zealand that came up with the concept of blending these three products together. Hingston says, "We have been selling the machines for more than five years, but the vision of Fuji Xerox New Zealand, and its understanding of the market, has enabled us to partner with an industry standard in Colorgate."

"Fuji Xerox New Zealand has been instrumental in getting Primera and Colorgate working together. This is a world first. It has been a real positive working with Alistair Egan and the team at Fuji Xerox. Of course, we aren't going to stop here. We will take this around Asia Pacific and to Europe and the US."

Alistair Egan, marketing manager for Fuji Xerox, says, "This solution enables Fuji Xerox customers to expand their business. We have a large customer base in New Zealand and we look forward to bringing this opportunity to it."

## Short run popularity

FOR commercial printers, short runs offer a simple way into the growing digital label market. New Zealand's smaller population sees short runs as more the norm than the exception.

Hingston says, "From a trade perspective where you are used to sheet fed product, many label printers have not been able to provide short run roll labels to their clients, that is until now."

"Even with larger scale customers, what happens a lot with production of a product is that the client may have 100,000 labels made but they can get to the end of the run and they are maybe 5000 labels short due to wastage or damage. So how do they solve that? They want to produce more labels quickly so the ability to produce short runs economically becomes significant.

"We have seen the big manufacturing in Australia and New Zealand go offshore so the main opportunities lie in short runs; customised but still high quality."

US company Primera, based in Plymouth Minnesota, started in the city of Fargo, North Dakota. Hingston says, "Primera is a world leading developer and manufacturer of specialty printing equipment, with a long heritage. It was originally called Fargo and it has been manufacturing printers for over 40 years but always in niche markets. Primera also makes small label machines; desktop inkjet units using pre die-cut labels for instance, ideal for small producers' in-house production, but what we are looking at here is an entirely different market."