

Think it. Print it.



Seeking a solution for in-house labelling? Primera Technology has just the thing.

From an initial idea to a high quality colour printed label, it should only take minutes.

With Primera's narrow-web solutions on-demand and in-house label printing it is a reality, not just an idea.

Every product needs a label. A label not only contains product information, such as ingredients, nutrition facts, certifications and instructions, it also reflects the product brand, supports the brand recognition and helps to set products apart from others. The need for short- to medium-run, full-colour customised product labels is a market development that encompasses many industries, including food, drinks and cosmetics. The most important factor is the label quality. Providing a professional appearance on packages can easily make the difference between a product selling well or simply sitting on the retail shelf.

The offering

Primera Technology, a leading developer and manufacturer of speciality printing equipment, has successfully developed short to medium-run label solutions, such as its inkjet-based LX-Series label printers.

Primera's new entry-level colour label printer LX500e is not only the perfect solution for start-ups and small businesses but also for in-store on-demand label printing applications, such as personalised labels. With its footprint of just 26.4cm x 38.9cm and a height of only 18cm high when the printer is

closed, the LX500e meets the requirement for a compact solution suitable to place at any point of sale.

LX500e utilises a new print engine that doubles the maximum print speed from 25mm to 51mm per second. Its high-yield, tri-colour ink cartridge simplifies operation and ongoing maintenance, eliminates problems caused by fixed print heads and minimises downtimes during ink replacement. Not to mention that keeping just one SKU in stock (instead of multiple cartridges and replacement print heads) saves money and simplifies inventory management. Fast print speeds and an optional built-in guillotine-style cutter allow users to quickly and easily print and cut their short-run labels.

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 – as only the labels are printed that are needed when there are needed – no matter it be one, 1000 or 10,000 labels.

High quality

Qualified substrates include many different inkjet label materials, including all Primera Genuine certified inkjet materials, for example, Primera Poly White Gloss, Primera Clear Gloss Eco and Primera White Matte. Primera paper labels are also available in high-gloss, semi-gloss and matte finishes.



If an authentic, natural or ecological look is desired, Primera recommends its Primera Paper Vintage Eco label material. It's a cream textured inkjet coated paper label with a matte finish and offers good water-resistance in ice bucket immersion.

Typical applications include product labels for coffee, wine, bakery, confectionery, meat, cheese and hundreds of other speciality and gourmet foods. LX500e is a compelling choice for any business that needs to produce stunning, full-colour labels on-demand.

Primera will showcase the LX-Series inkjet label printers, including the LX500e at Natural Products Scandinavia. The show is an essential industry event for trade buyers in the healthy living, nutrition, natural beauty and self-care sectors. It takes place in Malmö, Sweden, on November 15-16, 2017. Primera's booth is located at stand number F18.

■ More information can be found at www.primeralabel.eu.