

The new Primera LX91



Primera Technology has announced another brilliant addition to its superb range of desktop label printers, which allow more companies than ever before to produce beautiful high quality labels in fast turnaround times – and with high levels of personalisation. This makes the Primera printers ideal for the fast turnaround, short run labels market of today.

The new LX910e is the company's fastest ever desktop colour label printer. It can handle labels as wide as 21 cm and as small as 19 mm. The LX910e can print a 10.16 x 7.62 cm label with 50 % coverage in just three seconds. In addition, ink costs are the lowest ever from Primera. This is due to a new, ultra high capacity ink cartridge. On the same 10.16 x 7.62 cm format, cost per label is around € 0.03 each.

Typical applications include product labels for coffee, wine, water, bakery, confectionery, meat, cheese and hundreds of other speciality and gourmet foods. The printer is also ideal for manufacturing, laboratory, security, government, retail and a wide variety of other markets.

And, because the machine is so compact, flexible and easy to use, it would be just as at home in a design studio as in a commercial print company, in a creative agency or at the brand owners production site – or even in-store to print truly personalised labels direct for consumers.

The LX910e allows users to print one single label, or thousands, quickly and easily – with static or variable data.

The system also comes with Primera's helpful BarTender UltraLite Primera Edition and NiceLabel Free 2017 Primera Edition label design software included, but the LX910e can also be used with most other popular label design and graphics software programs.

Also available is Primera's RW-7 label rewinder and UW-7 unwinder, making it quick and simple to unwind and rewind larger quantities of labels, thus making production more efficient. Working perfectly with the new LX910e, the unwinding and rewinding systems are also suitable for use with virtually any thermal, thermal transfer and inkjet based desktop labels printers.

The LX910e sells for €2395 (MSRP) and is available worldwide through Primera's authorised distributors and resellers. Primera Europe continues to offer 24 months warranty (the standard 12 months plus additional 12 months for free upon product registration on its website) for all European units.

To find out more, please see primeralabel.eu **PS**.

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How can it help my business?

Compared to other printers that are similarly priced, the LX910e has a number of distinct advantages:

1. **Print speed:** best in class throughput at up to 11.4 cm per second.
2. **Print quality:** horizontal banding is a common problem with many lower cost desktop colour label printers. Not so on LX910e. Banding is virtually eliminated – even on the faster print speeds.
3. **Interchangeable dye or pigment inks:** with a simple swap out of ink cartridges, the LX910e can print with dye based ink for brilliant, eye popping colour. Or, choose pigment ink for maximum durability against water and UV light. Both types of ink work interchangeably on the same printer.
4. **Single ink stock keeping unit:** the LX910e utilises an all new, ultra high capacity single CMY ink tank. So, you will only need to replace and keep on hand one ink tank instead of two or four. This keeps your inventory simple and makes ink swaps fast and easy. Process black is dark and crisp. Best of all, process black uses no more ink than a separate black ink tank would for printing the same amount of text or graphics.
5. **Low maintenance:** gone are the days of clogged nozzles, and unwieldy and expensive printhead replacements. Users get a new printhead each time they change the cartridge, simplifying maintenance and dramatically lowering on-going operating costs.
6. **Sturdy metal case:** instead of a cheaper plastic case that can break, the LX910e has a tough, steel case with industrial grade power coated paint.
7. **Comes with a handy ink level warning system** that calculates the actual number of prints remaining based upon ink use of the graphics being printed.

What you need to know...

- **Technology:** Thermal inkjet.
- **Speeds:** Draft mode – 114 mm per second; normal mode – 33 mm per second; highest quality mode – 13.72 mm per second.
- **Inks:** Dye or pigment based.
- **Maximum print width:** 210 mm.
- **Media types:** roll fed pressure sensitive labels, or roll fed tags.
- **ICC colour profiles** are included for Primera's gloss white, matte white and clear label materials; additional colour profiles can be loaded by the user.
- **Dimensions (wxhxd):** 438 x 231 x 438 mm; weight 16.6 kg.