

Primera Introduces LX910e Color Label Printer

LX910e is the newest and fastest-ever desktop colour label printer of the leading label printer manufacturer Primera Technology, Inc. It can handle labels as wide as 21 cm (8.25") and as small as 19 mm (0.75"). This latest addition can print a 10.16 cm x 7.62 cm (4" x 3") 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 4" x 3" label, cost per label is around € 0.03 each.

Typical applications include product labels for coffee, wine, water, bakery, confectionary, 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.

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

- **Print Speed:** Best-in-class throughput at up to 11.4 cm (4.5") per second.
- **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.
- **Interchangeable Dye or Pigment Inks:** With a simple swap-out of ink cartridges, 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.
- **Single Ink SKU:** LX910e utilizes an all-new, ultra-high capacity single CMY ink tank. You'll 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.
- **Low Maintenance:** Gone are the days of clogged nozzles, and unwieldy and expensive print head replacements. LX910e



features the latest in inkjet printing technology, which uses only one colour cartridge with integrated print head. Users get a brand new print head each time they change the cartridge, keeping the quality of the print output on a constant high level over the lifespan of the printer. The high-yield tri-colour cartridge simplifies operation and on-going 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.

- **Metal Case:** Instead of a cheaper plastic case that can break, LX910e has a tough, steel case with industrial-grade power-coated paint.

Pricing and Availability

LX910e sells for € 2395.00 (MSRP) and is available worldwide through Primera's authorized 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.

KTEC GROUP, UK distributor of Primera, is set to present the LX910e Color Label Printer at two important packaging shows:

- 12-13 September 2018: Packaging Innovations, held at London Olympia, provides the perfect platform for packaging professionals to network and discover the latest developments within the industry. KTEC will showcase a selection of Primera printers and applicators including the LX910e at stand E06.
- 25-27 September 2018: PPMA, taking place at the NEC Birmingham, is the number 1 event for processing and packaging machinery. KTEC is located at stand E03.

Complete product details are available at <http://primeralabel.eu>.

