

How does Primera Technology view the current label market?

Talking about the label market and the importance of inkjet printing

Rosina Obermayer

NarrowWebTech talked to Katrin Hoffmann, PR manager EMEA at Primera Technology Europe, a desktop printer developer, about the label market, its recent developments and about the future of inkjet printing.

In your opinion how is the label market currently developing?

Katrin Hoffmann: In recent years an amazing amount of development has been going on, especially since digital printing technology entered the market. Digital printing offers a whole range of benefits such as no platemaking, quicker job turn around and higher flexibility. Primera is especially excited that inkjet printing is becoming more and more accepted within the label market as we mainly use inkjet technology. As a developer of specialty printing systems we are helping a range of businesses to produce their own labels or to be more flexible and individual in their label printing.

So do you think inkjet printing has a promising future?

Katrin Hoffmann: Yes I do! Industry realises that labels are more

than just labels and at the same time the brand awareness is growing for labels. With this technology you only print the amount of labels you need – which is probably one of its greatest advantages. Having the opportunity to embrace digital printing by implementing inkjet technology is probably one of the greatest developments we have witnessed in recent years and this development is, for sure, still on going.

What is Primera doing to reduce the problems of printing on recycled-paper-based label substrates?

Katrin Hoffmann: We have been working with several substrate manufacturers over the years and we can offer our customers a range of substrates which we recommend for a particular application. One of the issues we have been investigating for a long time is finding a suitable label substrate which is made out of recycled material – really not easy! You want to have a crystal clear print image and the technology and the material to fit, that is the tall order.

We have tested recycled material from several suppliers on our printers in order to find out, if it is as good as we hope. We don't develop this material, but we try to find as many suppliers that do and we work with them in order to develop materials which are suitable for our products. That is an ongoing development.

Personalized labels: How do you see this developing?

Katrin Hoffmann: The charming thing about personalized labels is their relationship to the product. In general, customer experience is a growing issue. In the last two years this market has really taken off. Personalized labels are something special; they can help retailers to attract customers and to offer more service. If the customer is closer to the product, he is usually willing to pay more. Also for online shopping it's a tool that can enhance the overall buying experience and in the end might turn one-time shoppers into long-term loyal customers. A distillery in Scotland, which offers a personalized label through their website using a Primera printer, is such a success story.

What are the current targets for Primera?

Katrin Hoffmann: Our goal has always been to offer high quality print output without showing any quality difference between labels produced on larger machines and at the same time offer a good price. We also want to expand our product portfolio. For example, the latest addition, the Primera LX910e, is the fastest desktop printer in our portfolio. What makes it special is that it uses a dual ink system, which means that dye-based inks for brilliant, eye-popping colour and pigment-based inks for maximum durability against water and UV light can be used in one printer. They are interchangeable: allowing the choice of the most suitable ink for the respective application to deliver the best possible print output.

Which trends do you think will become most relevant in the next five years?

Two printers by Primera Technology: the LX910e and the LX2000e



Source: Primera Technology Europe

Primera Technology Europe – Overview

Primera Technology Europe is the EMEA representative of Primera Technology, Inc., a developer and manufacturer of speciality printing systems and offers printing solutions for label applications, medical applications and retail & ID applications.

Main target groups: food & beverage market, especially gourmet food or speciality food, cosmetics and medical market

Label applications: Mainly for self-adhesives labels, but also for printing tags, coupons, vouchers or similar products

Primera Technology: Founded in 1998, headquartered in Minnesota, USA

Manufacturing facilities in: Plymouth, Minnesota, USA and Montego Bay, Jamaica
Primera Europe: founded in 2000, based in Wiesbaden, Germany

Primera Asia-Pacific: based in Hong Kong, since 2007

Katrin Hoffmann: As mentioned previously personalization will become more and more important, especially for retailers. The trend started in a couple of franchises and more and more people are requesting it. There's an increased demand for retail printing solutions that produce high quality labels at a relatively low price and maintenance. One way to simplify the maintenance cycles and lower the costs is to go back to an ink

technology, which requires only one ink cartridge, something our company has offered for years. Not only has the operator to change only one cartridge, which is easy enough, but with each new cartridge he gets also a new print head, which in turn guarantees constant high quality printing.

Do you see any other trends?

Katrin Hoffmann: Another trend is food-compliant safety, to be

more precise using inkjet digital printing for food-compliant labels for a range of applications. Food safety will be discussed more and more in the future relating to label applications and their requirements.

Where do you see digital and conventional printing processes positioned now and in the future?

Katrin Hoffmann: We clearly know our markets: we are targeting niche markets and offering niche printers. For Primera as a manufacturer of inkjet printing solutions the inkjet technology is the most promising development to emerge within the label industry in recent years. Both technologies – so to speak the “old” and the “new” printing processes – have their place and both have applications where they make sense. Nobody knows what might happen in the future, as to which printing processes will be used, but I guess it will be a combination of all the technologies currently available in the label printing and converting market.



Source: ra let

Katrin Hoffmann, PR manager at Primera Technology Europe