# Printing and finishing with Primera

**Primera has an envious product range for the digital label manufacturer, a low cost system that is both productive and easy to use.**

DL&P came across Primera's combination of the CX1200e Color Label Press and digital finisher FX1200e at Ipex and it looks to be a strong contender.

The combination of laser printer and finishing unit allows easy production of high quality labels. It has a full colour laser print engine configured to print a 203 mm width onto material up to 216 mm at a speed of five metres per minute. The press can accurately reproduce about 46% of all Pantone spot colours.

Users do not have a click charge, selling high yield toner cartridges that produce some 4400 metres. Cartridges are replaced in seconds, the machine keeps track of how much toner remains so it doesn't run out during unattended printing. Most maintenance is easily performed by an operator, the other consumables are the image transfer unit, fuser and waste toner container. Cost per label depends on the coverage, of course but Primera suggest-s a typical label print cost is around a quarter of a penny per square inch, that works out at some 80 to 90 pence per linear metre on a 200 mm print width.

There is a built-in estimator that allows you to calculate the cost per label accurately, based upon actual print artwork files.

Primera supplies


*Laminating – up to 216 mm, wide range of overlays.*


*Printing – high resolution process colour laser unit, 200 mm print width at five metres per minute.*

approved laser qualified papers and polyesters (white and clear) on continuous 216 mm x 381m rolls. Users should note that many polypropylenes are unsuited because of shrinkage and melting at the fuser. Laser qualified acrylic adhesives should be used, some rubber based or hot-melt adhesives may melt and ooze onto the transfer belt and fuser rollers, causing jams and quality issues and may destroying these components. he basis weight range of materials is from 60 up to 300 g/m2.

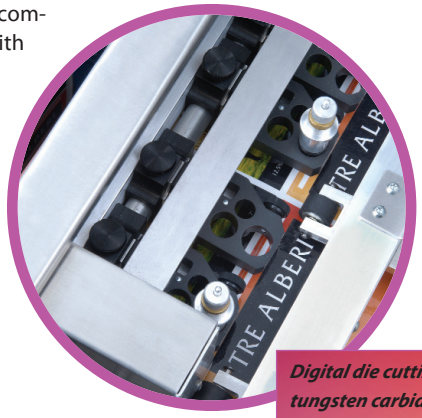
The IntelliTorque tensioning control system continuously monitors tension across the web, and applies variable torque on the rewind to get tightly wound rolls or consistent feed into the on line finisher. The FX1200e finishing system can be run off line at up to 6.1 metres per minute or in line with the CX1200e. It has a range of capabilities including laminating, digital die-cutting, removal of waste matrix, slitting, and rewinding.

The cutting action is Primera's QuadraCut technology that it is patenting. This uses up to four digitally controlled tungsten carbide steel knife blades at the same time across the web, and can cut virtually any size or shape. There are no dies – precise registration to the print is accomplished with dual two-zone timing mark sensors.

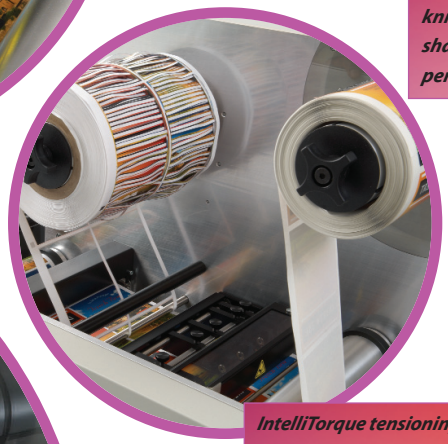
Set up and operation is controlled through a touch screen PC – the widescreen LCD display is visible under many lighting conditions. All print and finishing parameters can be adjusted on the fly.

The CX-FX-Combo is a combination label printing and finishing solution for high quality, low cost labels aimed to satisfy almost any short to medium label run requirements. Primera developed the system to deliver the benefits of high end digital colour label presses but at a fraction of the cost. It has a list price of some £45,000 ( 50,000), the company suggests this will be a 'Game changer'. Primera has sold more than a million printers across the world although not all are production machines. We think it will sell many more of the higher performance systems. ■

*Slitting – several jobs can be ganged together then slit and rewound into separate reels.*



*Digital die cutting – four tungsten carbide steel knives can cut virtually any shape at up to six metres per minute.*



*IntelliTorque tensioning control system monitors tension across the web, and applies variable torque on the rewind to get tightly wound rolls or consistent feed.*


*Waste removal – matrix rewinding.*