

Print solutions.

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BRINGING PRINT TO LIFE

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SHORT, BUT VERY SWEET!

Some 18 months after the installation of a Primera CX/FX Digital Combo Label System, printer Eta Beta Adv is taking advantage of the short run market.

Eta Beta Adv Srl is based in the beautiful province of Brescia in Italy. It started out as a design studio, but 18 months ago invested in a digital system to produce small quantities of colour labels on rolls. The company opted for Primera's CX FX1200e Combo Label System, comprising a four colour laser printer CX1200e and the FX1200e Digital Finishing System (offering all finishing steps in one machine including cutting, laminating, slitting, waste removal and rewinding).



No, Fabio is not short (although very sweet I am sure) but happy with his new Primera Machine.

The CX1200e printer allows users to print on rolls in high resolution – up to 4800 dpi. With the FX1200e finisher you can create labels in any shape and size without the cost of mechanical dies or plates.

By eliminating die costs and waiting time for new punches a high value is added, which is impossible to achieve when using traditional print technologies.

Eta Beta is very happy with its new short run system and

customers are loving it too. Mr Lorini said, 'The cost/performance ratio is exceptional, because you get a complete and reliable solution with an excellent print quality, though the cutting speed is a bit slower than the printing speed.'

And his cheerfull response to whether he would recommend the CX-FX1200e to other companies was: 'No, otherwise I will create my own competition!' Seriously, he is delighted with his new digital technology and in a market where the demand for short to medium runs of colour labels on rolls continues to grow there is enough room for companies that want to innovate and grow. **PS.**



Owner and CEO Fabio Lorini said: 'I chose to purchase the complete system even before I was certain to get customer orders for the machine, because I was convinced of its potential. In fact, in a very short time this system has allowed us to enter into a new market with only minor competition and we are now able to provide a full service from design to printing labels.'

A BIT MORE ABOUT THE FX1200E DIGITAL FINISHING SYSTEM...

The FX1200 is the perfect companion to a variety of narrow web digital output devices, including Primera's CX1200 and LX900 colour label printers. With the finishing solution you get die cutting, lamination, waste matrix removal, slitting and rewinding in one machine.

The finisher has a footprint of just 198 x 76.2 x 142 cm (wxdxh), with a weight of 226 kg and a power requirement of 00-240VAC, 300 watts.

(See the article on pages 62 and 63 for more on the Primera system).