Primera: smart label printing solutions

With Primera's digital label printing and finishing equipment, full colour product labels really stand out.

Smart product labelling and packaging is extremely important and plays a significant role in the consumer's purchasing decision. Manufacturers of almost any type of product often find themselves in need of short to medium-run, full colour customised product labels. The reasons are many: for use on prototype products, promotional campaigns, and perhaps most often, because the manufacturer has many different products that are all produced in smaller quantities.

Primera Technology, Inc., a leading manufacturer of specialty colour printers widely known for its inkjet-based label printers, has successfully developed short to medium-run solutions using colour laser technology, such as the CX-Series of digital roll-to-roll dry toner-based laser printers. CX-Series includes two models – the **CX1000e Color Label Printer** and **CX1200e Color Label Press**. CX1000e is the first laser printer to print on pre-die cut label stock, while the CX1200e is the perfect solution for service bureaux and a broad range of manufacturers who have a variety of labels in different shapes and sizes. Those companies need a flexible printer that is not limited to pre-die cut label stock. Both machines coexist perfectly due to a large scale of different applications and customer requirements.

With 2400 dpi print resolution and print speed of five metres per minute, the CX1200e and CX1000e deliver professional full colour print quality along with high-speed production. Their print output has deep and vibrant colours. Dot patterns are virtually imperceptible. And for the most precise colour control, Pantone-approved spot colour support is included.

The CX1200e prints onto many different laser-qualified label materials, including pressure-sensitive plain papers, and white and clear polyesters. Printed labels are waterproof, and highly scratch, smudge and tear-resistant. Ink is also highly UV-resistant so printed labels can be used indoors or outside. Many of the most popular sizes are in-stock and ready for immediate shipment. Custom sizes are also readily available.

The ABC of label finishing

Labels printed on the CX-Series and other similar digital presses must be finished afterwards by a secondary process. The perfect companion for the CX1200e is the **FX1200e Digital Finishing System**, which can die-cut, laminate, slit and rewind, with waste matrix material removed. Finishing speeds are rated at up to six metres per minute. One of the major benefits of this finishing system is innovation in the die-cutting process. Instead of hard tooled or flexible steel dies, the FX1200e uses digitally controlled tungsten carbide steel knife blades. This means that users never have to buy a die or wait for it to be made and delivered. Turnarounds will be faster and there is a significant saving in time and cost.

The system also makes use of Primera's patent-pending QuadraCut technology. This uses up to four knife blades at a time across the web and increases throughput dramatically compared to systems that use only a single knife. The cutter can be used to create almost any shape or size on a variety of materials, including matte and gloss paper, polyester, vinyl, polypropylene, BOPP and many more.

If finished rolls are needed for labels produced with the CX1000e, Primera offers the **FX1000e Matrix Removal System** that automates waste label matrix removal, slitting and rewinding to finished rolls.

New product innovations

Primera is always trying to come up with improved or new printing solutions. One of those innovations is the **LX2000e Color Label Printer**, a new industrial-grade desktop printer using inkjet technology. The LX2000e features large ink tanks for lower cost per label, fast print speeds, and pigment ink for better water and UV resistance. Other highlights include built-in wired/ethernet or wireless connection options, 'pizza wheel' cutter, front colour LCD control panel, and viewing window for label stock levels.

http://primeralabel.eu/