

# MAKING YOURSELF HEARD

**D**on't you just hate it when you are in a crowded room, hustling and bustling with life and you are trying to get someone's attention, but you can't quite cut through the noise? Well we have all been there and it can be quite frustrating. Now, imagine yourself as a label, yes weird I know, but bear with me, if you are not being seen then frankly you aren't doing your job and that is the last thing we all want. So, what can be done? Well, I suppose you could jump up and down, wave your arms about like a monkey, or maybe try a bit of 'peacocking'? As for the

label scenario, then Primera may have the answer to said issue. It is on a mission to make sure your labelling needs are met.

As we know the label could be considered as the window to the soul of the product, meaning labelling and packaging is extremely important and plays a significant role in the consumers' purchasing decision. So, with that in mind any decisions down to design and quality needs to be thought through thoroughly. With changing times, manufacturers of almost any type of product often find themselves in need of short to medium run, full colour customised product labels. But why is this? Well it is for a number of reasons, such as for use on prototype products, promotional campaigns, and perhaps most often, because the manufacturer has a myriad of products that are all produced in smaller quantities. This creates bigger opportunities across the board of big and small companies. Providing a professional appearance on packages can easily make the difference between a product selling well or simply sitting gathering dust. Putting the most professional colour labels possible on products will set them apart from others by drawing the eye of the consumer. This approach is even more imperative to those businesses of a smaller scale with using innovative packaging and labelling could in fact increase their sales.

## THE ANSWER

Primera Technology is one of the leading manufacturers of specialty colour printers and is widely known for its inkjet based label printers. It can make short run possible with its successfully developed solutions using colour laser technology, such as the CX-Series of digital roll to roll dry toner based laser printers – the CX1000e Color Label

Printer and CX1200e Color Label Press. CX1000e is said to be the first laser printer to print on pre die cut label stock, while the CX1200e is the perfect solution for service bureaus and a broad range of manufacturers who have a variety of labels in different shapes and sizes. Those companies need a flexible printer, which is not limited to pre die cut label stock. Both machines coexist perfectly due to a large scale of different applications and customer requirements.

Thanks to their 2400 dpi print resolution and print speed of five metres per minute, both machines deliver what you need, professional full colour print quality along with high speed production. Their print output has much deeper and far more vibrant colours. Dot patterns are virtually imperceptible. And for getting the colour perfect, the most precise colour control, Pantone approved spot colour support is included.

## WHAT CAN THEY DO?

CX1200e offers the ability to print onto many different laser qualified label materials including pressure sensitive plain papers, white and clear polyesters and more. The printed labels are waterproof, 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 and an option of custom sizes are also readily available.

## PERFECT PARTNERSHIP

Labels printed on 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. It has been said that 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, making turnarounds all that more fast and there is a significant saving in time and so inevitably savings in money. The system also takes full advantage of Primera's patent pending QuadraCut technology, what I like to refer as, the 'Samurai'. 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 – see what I mean? 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.

And it doesn't stop there, because 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.

## IMPRESSED? THEN FIND OUT MORE

The best way to do so and find out about all features and benefits of Primera's different label printing solutions is to see them at trade shows all over the world. The next UK event is the Empack/Packaging Innovations/Label&Print event at NEC in Birmingham from 25 to 26 February 2015. Primera's UK distributor KTEC Group will show the full line of label solutions. **PS**

KTEC is located at stand J4.