LABELS & LABELLING SYSTEMS

Primera Introduces New Industrial-grade LX2000e Color Label Printer

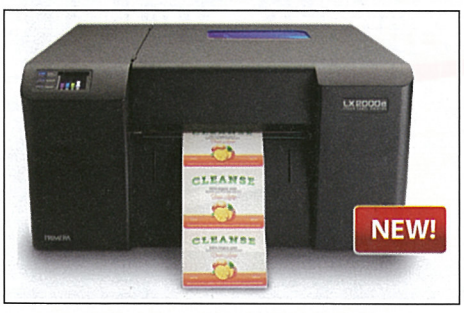
Typically, labels are used for identification, warning and instruction applied to boxes, bottles, containers, drums or other packaging materials. The application areas are diverse, so are the requirements for the product labels and the ink used for printing these labels.

There are a variety of inks, dye-based or pigment ink, that can be printed on a large number of substrates. While dye-based ink consists of dissolved dyes, pigment inks receive their coloration by floating colour pigments in the ink. Dye-based inks infiltrate the printing substrate and contain a large colour spectrum, which enables the production of perfect, photo-quality labels, whereas the pigment ink's colour particles stick to the surface and are not that bright as dye-based inks. On the other hand pigment inks offer far more stability against harsh conditions including water, chemicals, abrasion and exposure to long periods of UV light.

Meeting BS5609 Standards

Primera Technology Europe, a leading manufacturer of specialty printers, now offers new, specially designed pigment inks, which meet section 3 of the BS5609 standards.

BS5609 is a British Maritime Standard. It is the measurement of extreme durability. BS5609 compliance means that a label has been tested and proven to be able to survive in salt water for up to three months. If a label is BS5609 compliant, it has met the most stringent tests for durability in the industry. The BS5609 regulation has two sections:



- Section 2 compliance requires testing: After being exposed to saltwater and sunlight, testing is conducted on the labels which include testing to coated base material.
- Section 3 compliance tests labels that have print on them. After being exposed to weathering, testing is done of the labels. The abrasion resistance and the permanence of the print are tested.

Conforming to this standard is required for producing GHS hazardous material labels on a desktop label printer (Source: http://www.smitherspira.com/services/materials-testing/adhesives-and-labels/subsea-adhesion).

Newest and Fastest

LX2000e Color Label Printer is Primera's newest and fastest pigment inkjet label printer using the BS5609 Section 3 certified ink. This industrial-grade printer represents an entirely new product class and is suitable for use in production lines not only due to it's extremely robust construction. The LX2000e stands out especially for its reliability and consistency of the printing output, which is extremely important for example in the logistics or chemical sector.

The combination of pigment-based inks and various synthetic materials like Primera's Tuffcoat Extreme Polyjet material make LX2000e labels highly water and UV resistant. This durability supports applications such as frozen or refrigerated foods, beverages, but also bath and shower products or containers and drums of chemicals.

Large, separate ink cartridges for cyan, magenta, yellow and black keep cost per label low, while print speeds of 152.4mm (6") per second in draft mode, along with 203.2mm (8") print width produce full colour labels extremely fast.

Easy Integration

Wired Ethernet, USB 2.0 or wireless connectivity enables an easy integration of the LX2000e in existing production processes, allows printing jobs to be decentralized started and controlled and supports the cost evaluation. This feature is a must-have for companies with several production sites.

The built-in "pizza wheel" label cutter, which is already a standard feature for an industrial-grade printer in the meantime, not only cuts individual paper labels but also through heavy papers and plastics. The LX2000e also features a front colour LCD control panel and a viewing window for label stock levels.

In summary Primera's new LX2000e Color Label Printer is the perfect solution for industrial but also for retail and private labelling.

For further information contact Primera Technology Europe on Tel +49 611 927770, Email: sales@primera.eu or visit www.primeralabel.eu.