new LX500e colour label printer presented

On-demand and in-house label printing has grown from being exotic to something that manufacturers of all types and sizes use frequently or even exclusively. Not only smaller manufacturers are in need of short- to medium-run, full-colour customised product labels as a way to increase their sales numbers by making their products stand out through innovative packaging and labelling. It also allows manufacturers of all sizes to offer private label goods in smaller quantities, as the industry realized that offering personalised products is a great sales tool that can add to the success of a product.

At All4Pack, being held at Paris Nord Villepinte, France, November 14-17, 2016, Primera is presenting its digital label printing solutions to the international audience at the company . Not only will Primera show its existing range of dry-toner and inkjet-based label printers, but it will also showcase its LX2000e Color Label Printer and its new LX500e Color Label Printer. LX2000e features large ink tanks for lower cost per label, fast print speeds and pigment ink for stronger resistance to UV light, chemicals and water, built in "pizza-wheel" cutter, colour display, viewing window to see label stock levels and wired Ethernet or USB 2.0 and wireless connection options.

LX500e is Primera's newest and most affordable desktop colour label and tag printer and the successor of Primera's smallest label printer so far – the LX400e. LX500e utilises a new print engine that doubles the maximum print speed from 25mm per second to 51mm per second. The capacity of the tri-colour ink cartridge is higher and also an optional built-in cutter is available. Fast print speeds and an optional built-in guillotine-style cutter allow users to quickly and easily print and cut their short-run labels.

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