

# Printing Solutions for On-Demand Label Printing

**M**anufacturers of almost any type 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.

In all of these cases, the quality of these labels is extremely important. Providing a professional appearance on packages can easily make the difference between a product selling well or simply sitting on the retail shelf. Putting the most professional colour labels possible on products will set them apart from others. This is especially important for smaller manufacturers who can actually increase their sales 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.

Primera Technology, a leading developer and manufacturer of speciality printer, successfully developed short to medium-run label solutions using inkjet- or laser-based technology. Primera's product line of colour laser label presses and digital finishing systems is called CX/FX-Series, which includes the CX1200e Color Label Press. CX1200e is the perfect solution for a broad range of manufacturers who need to print from just a few labels to tens of thousands of labels at a time. Digital label printing has many advantages versus other printing technologies, including the elimination of plates, set-up, make-ready and clean-up.

Key features of the CX1200e include 2400 dpi print resolution and print speed of five meters per minute. With that the CX is able to deliver professional full-colour print quality along with high-speed production. CX1200e output has much deeper and far more vibrant colours.

A wide variety of substrates can be printed on CX1200e, including matte, semi-gloss and glossy laser plain papers, white and clear polyesters and many more. The built-in electronic tensioning control system delivers perfectly wound output rolls that are ready for off-line finishing.

Speaking of finishing – the FX1200e Digital Finishing System completes the digital label production as it “finishes” the printed output with several different operations including: lamination, digital die-cutting, waste matrix removal, slitting and rewinding. Utilizing Primera's QuadraCut™ technology, virtually any size and shape of label can be produced including complicated contour cuts, without the need to purchase expensive rotary or flat dies.

## Alternative: LX2000e – Primera's inkjet-based industrial printer

As an alternative to label printers using laser technology, Primera offers with its LX-series printer models for smaller production runs using inkjet technology instead. One of the latest models is the LX2000e Color Label Printer, a new industrial-grade desktop printer suitable for use in off- and in-line productions. It stands out especially for its robust construction, its reliability and consistency of the printing output which is extremely important for example in the logistics or chemical sector.

LX2000e is Primera's fastest pigment inkjet label printer using BS5609 certified ink. In combination with various synthetic materials like the company's own Tuffcoat Extreme Polyjet material, LX2000e labels are highly water and UV resistant and therefore fulfil all requirement for GHS compliant labelling. 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 keep cost per label low while print speeds of 152mm/s, along with 210mm print width produce full colour labels extremely fast. Wired Ethernet, USB 2.0 and 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.

## See them in action

Primera's UK distributor KTEC GROUP will showcase the LX-series inkjet label printers and the CX/FX laser printing and finishing systems at the following shows:

- Label&Print (co-located with Packaging Innovations) – Stand H6, NEC Birmingham, 1–2 March 2017
- Pro2Pac – Stand N600, ExCeL London, 20–22 March 2017

At Pro2Pac, representatives of Primera Technology Europe will join the team of KTEC.

<http://primeralabel.eu>

