Personalisation is the key to stand out from the crowd

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As we approach Christmas each year, there are a few things we can always count on: Christmas decoration seems to go up earlier than the year before, musicians will release Christmas themed songs and there will be several Christmas specials on TV.

Retailers adjust their marketing and update all branding with a lot of festive flair. Logos and product labels incorporate elements associated with Christmas to be used throughout the season. Especially over this period, they take advantage of the benefits it brings by promoting their Christmas goods through their shop-windows, adding holiday spirit to a brand. To make the season's magic work on a product, it needs to stand out in retail shelves. Retailers know that Christmas is an inspiring time for giving: to family, friends and even co-workers. Therefore they add elements like Santa Claus, stars or Christmas trees on the product labels or packages.

When switching to holiday editions and their specific advertisement, offering your customers the possibilities to highlight seasonal products with an individual note, can make them more personal and positively affect the business performance. Bringing the Christmas spirit on an item, by including a loved one's name on the product label or a festive note to a tag or card is part in making merchandise enticing. It is the personal touch

that adds real value to any gift. Ultimately, offering your customers the most personalised items out there can impress your audience and provide them the

opportunity to create the most exclusive Christmas themed tags or special edition labels. Offering customisation can be a key factor for smaller businesses to effectively compete against bigger brands.

Running a small business or just getting started working your way into customisation and looking for possibilities to match your customers requests during holiday shopping? Primera's LX500e Color Label Printer is the answer. Special labels can include full-colour photos, illustrations, graphics, text and bar codes. Print them, where and in quantities you need them. Ordering massive quantities of pre-printed labels is no longer needed, there's no lead-time and no set-up charges, either. Small and compact in size, LX500e won't take too much space and can print up to 101.6 mm width, making it ideal for gifts like uniquely labelled wine bottles, specially decorated soap bars, holiday tags on gift sets and much more.

Are you a more established business and looking for a highly professional device to help you handle your customers' requests more flexible then ever?

Primera's newest, fastest-ever and most versatile printer, the LX910e, makes it all possible. It prints with dye or pigment ink, all in the same printer, by simply changing out an ink cartridge. Choose dye ink for brilliant, intense and eye-catching prime labels and pigment ink for producing durable labels, which are

highly resistant against water and UV light. It utilises one tri-colour ink cartridge with an integrated print head. With every cartridge change users get a new print head, simplifying maintenance, lowering on-going operating costs and making clogged nozzles a no longer existing issue. Process black is dark and crisp and uses no more ink than a separate black ink tank would on the same amount of text or graphics.

LX910e can be used to print the best quality Christmas labels for foods and beverages like coffee, wine, bakery, confectionary, meat, cheese and hundreds of other speciality and gourmet foods as well as for cosmetics and retail.

What about adding an extra sparkle on your tags or printing shiny holiday versions of your labels? Gold, silver, metallic red or blue details will, for sure, thrill your customers. Offer those holiday shoppers all that glitter in a colour of their choice byadding a luxurious touch to their gifts. Primera's Foil imprinting system, the FX500e, is the perfect accessory to the LX-Series label printers highlighting pre-printed labels with added metallic foil design elements like borders, graphics and fonts.

For more information about Primera's LX-Series label printers visit http://primeralabel.eu.