

Label and POS Printers, Digital Presses and Accessories

Product Selection Guide
Summer/Fall 2009



PRIMERA
TECHNOLOGY, INC.

www.primeralabel.com

Color Label Printers

LX400 COLOR LABEL PRINTER

The **LX400** produces gorgeous, professional-quality labels for all your short-run, specialty products. It's ideal for industries such as gourmet foods, wine and water bottles, personal care and natural products.

Other Uses:

- » Proofing before going to press on longer runs
- » Test marketing
- » Contract manufacturing
- » Private label goods
- » Promotional labels
- » Full-color box-end labels with bar codes

Produces gorgeous, professional-quality labels for all your short-run, specialty products.



LX200 Monochrome Label Printer also available

FEATURES INCLUDE:

- » Color inkjet printing at up to 4800 dpi
- » Maximum print width of 0.75" to 4.25" (19mm to 101.6mm)
- » Maximum print length of 0.75" to 24" (19mm to 609.6mm)
- » One ink cartridge



LX 810

COLOR LABEL PRINTER

LX810 utilizes the latest in high-resolution inkjet technology to print brilliant full-color product labels right in your office or production facility. With spectacular 4800 dpi print resolution and high throughput speeds, LX810 is simply the best industrial-grade, color inkjet label printer!

Applications:

- » Gourmet foods & beverages
- » Personal care products
- » Test marketing
- » Private label goods
- » Promotional labels
- » Full-color box-end labels

The LX200, LX400 and LX810 print onto many different label, tag, and ticket materials, including inkjet-coated high-gloss, semi-gloss and matte labels. Labels printed on approved stocks are highly scratch- and smudge-resistant and virtually waterproof.



Ideal for short-runs of medium to large sized labels.



FEATURES INCLUDE:

- » Color inkjet printing at up to 4800 dpi
- » Maximum print width of 0.75" to 8.25" (19mm to 210mm)
- » Maximum print length of 0.75" to 24" (19mm to 609.6mm)
- » Two ink cartridges

Label Applicators, Dispensers and Rewinders

AP362 | **AP360** LABEL APPLICATOR | LABEL APPLICATOR

Primera's AP-Series Label Applicators are the perfect semi-automatic labeling solution for cylindrical containers as well as many tapered containers, including bottles, cans, jars and tubes.

With an AP-Series Label Applicator you'll be able to apply labels at speeds of up to 1200 per hour. Labels are perfectly applied without wrinkles, giving your finished products a highly professional look.

AP-Series Label Applicators are an ideal accessory to Primera's LX- or CX-Series label printers. The applicators can also apply roll-fed, pressure-sensitive labels produced by most other flexographic, offset and digital presses.

Apply labels at speeds of up to 1200 per hour.



AP360 Shown

FEATURES INCLUDE:

- » Quick set-up and easy operation
- » Accurately applies labels to the front (AP360) or front and back (AP362) with variable spacing
- » Fast – labels are applied at 5.3" (135mm) per second – up to 1200 containers per hour
- » Compact size – fits on most desks and countertops
- » Professionally designed – one of the only semi-automatic label applicators available with UL, CSA and FCC safety and emissions certifications
- » Industrial strength – built with heavy-duty sheet metal and steel for long life

DX850

LABEL DISPENSER

The **DX850 Label Dispenser** automatically peels and presents self-adhesive labels one at a time. It replaces manual label peeling, making your production lines faster and more efficient.

The built-in precision micro-switch detects when a label has been removed. Then, the next label is quickly and automatically fed forward, ready to remove. You'll be able to apply labels much more quickly than ever before. A built-in LED display counts up or down, indicating how many labels you've applied or how many you have left.



FEATURES INCLUDE:

- » Easy to use – no screws or clamps to adjust
- » Full range of motion – left or right justification of labels is not necessary; operator can adjust to the most convenient position

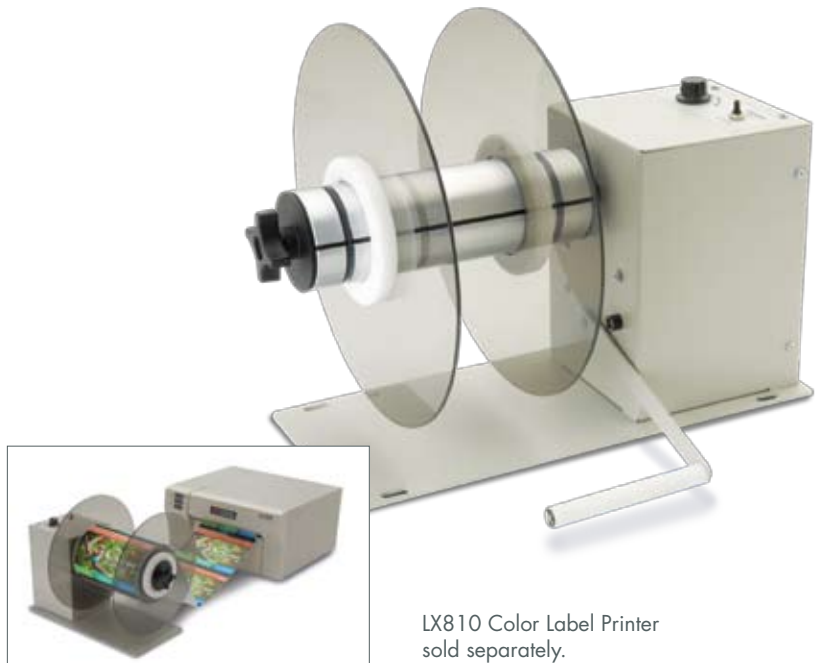
- » High-precision, reliable micro-switch activation – nothing to clean or get dirty; works with virtually any label including clear labels
- » LED display – with built-in up/down counter for labels dispensed

RX-12

LABEL REWINDER

RX-12 Label Rewinder makes it easy to rewind large quantities of labels. It's perfect for use with virtually any thermal, thermal transfer and inkjet-based desktop label printer, including Primera's popular LX-Series Color Label Printers.

- » Exclusive EZ-Chuck™ mechanism – makes it easy to securely lock your rewind core to the take-up mandrel.
- » Light-weight dancer arm – for use with virtually any desktop label printer.
- » Switch-selectable rewind direction – can wind with labels facing in or out.



LX810 Color Label Printer
sold separately.

POS Printers

PX450 COLOR PRINTER

PX450 is a compact, full-color POS printer designed for use at retail point-of-sale and other point-of-issue applications. It is ideal for printing coupons, receipts, tickets, name badges, wristbands and other types of narrow-format output. Print times are fast, producing a typical 4" x 2.5" (101mm x 63.5mm) full-color coupon in under five seconds. The built-in guillotine cutter allows forms of any length to be printed, cut and dispensed.

The printer's small size and compact footprint allows it to be installed on counters with limited space.



PX450 is easy to connect with most of today's POS systems and computers.

Prints full-color wristbands at hospitals, correctional facilities, amusement parks, night clubs and more.



FEATURES INCLUDE:

- » Full-color inkjet printing at up to 4800 dpi
- » Maximum print width of 0.75" to 4.25" (19mm to 101.6mm)
- » Maximum print length of 0.75" to 24" (19mm to 609.6mm)
- » Easy connection to most POS systems and computers
- » Prints coupons, wristbands, and other narrow-format stocks

CX1200 COLOR LABEL PRESS

Primera's new CX1200 Digital Color Label Press delivers short-run, full-color digital label printing at a breakthrough price.

Utilizing one of the highest-resolution color laser engines available, CX1200 gives you the quality, speed and flexibility of digital presses costing many times more. You'll be able to produce from one to tens of thousands of labels at a time quickly and at a highly competitive price.

With its heavy-duty, 12" unwind and rewind capacity, 8.5" web width, extra high-yield toner cartridges and affordable acquisition cost, CX1200 is your best way to start making new profits with short-run digital label printing!

FEATURES INCLUDE:

- » Up to 12" (305mm) O.D. rolls on unwind/rewind
- » Up to 16.25 fpm (5m) print speed
- » Pantone®-approved color profiles
- » 8.5" wide web
- » Up to 2400 dpi print resolution
- » Extra high-yield CMYK toner cartridges
- » Supports roll and sheet fed input



ADVANTAGES OF FULL-COLOR DIGITAL PRINTING:

- » Faster turn-arounds
- » Shorter runs of just a few labels to tens of thousands
- » Elimination of plates, film and chemistry
- » Photographic-quality output
- » Opens up new markets
- » Gives you greater flexibility
- » Frees up other presses for longer runs
- » Significantly reduces set-up and make-ready with no clean up
- » Reduces waste

Label Printer Supplies

Label Printer ink cartridges, accessories and supplies are available through our channel of authorized resellers and distributors.



About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of specialty printing equipment including the Bravo-Series CD/DVD/BD duplicators and printers and the LX-Series label printers and accessories.

Primera distributes its products in over 85 countries with support for European customers in Wiesbaden, Germany through Primera EUROPE. Primera Asia Pacific, registered in Hong Kong, serves customers in Australasia.



**FOR MORE INFO,
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