

# Label, POS and RFID Printers, Digital Presses and Accessories

## Product Selection Guide



# Desktop Color Label Printers

## LX400 COLOR LABEL PRINTER

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

### Other Uses:

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

### LX400 FEATURES INCLUDE:

- » Color inkjet printing at up to 4800 dpi
- » Media width of 0.5" to 4.25"  
(127mm to 101.6mm)
- » Maximum print length of 0.75" to 24"  
(19mm to 609.6mm)
- » One dye-based ink cartridge



# LX900

## COLOR LABEL PRINTER

**LX900** produces gorgeous, professional-quality labels for all your short-run, specialty products. They're ideal for industries such as gourmet foods, wine, personal care and natural products.

### Other Uses:

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

### LX900 FEATURES INCLUDE:

- » Prints full-color at up to 4.5" per second
- » Color inkjet printing at up to 4800 dpi
- » Individual CMYK cartridges with dye or pigment inks
- » Media width of 0.5" to 8.25" (127mm to 210mm)
- » Maximum print length of 0.50" to 17" (13mm to 431mm)



ALSO AVAILABLE:

**RX900**  
COLOR RFID PRINTER



**RX900** is a full-color RFID label & tag printer with built-in automatic RFID encoding.



# Desktop Color Label Printer

**LX2000**  
COLOR LABEL PRINTER

**NEW!**

**LX2000** is Primera's newest and fastest pigment inkjet label printer. LX2000 represents an entirely new product class in desktop label printing.

Large, separate ink cartridges for cyan, magenta, yellow and black keep cost per label low, while print speeds of up to six inches per second produce your labels quickly.



## UV and Water Resistant Labels

The combination of pigment-based inks and various synthetic materials make LX2000 labels highly water and UV resistant. This durability supports applications such as bath and shower products, frozen or refrigerated foods, beverages, and much more. With LX2000, you'll be printing durable labels fast and efficiently, all while saving time and money.

## KEY FEATURES OF LX2000:

- » Prints full color at up to 6" per second
- » Individual CMYK pigment ink cartridges
- » Large ink cartridges keep label costs low
- » Built-in wired Ethernet, USB 2.0 or wireless connectivity
- » Media width of 0.5" to 8.25" (127mm to 210mm)
- » Maximum print length of .050" to 24" (13mm to 609.6 mm)
- » BS5609 Section 3 certified for producing GHS labels
- » 4800x1200 dpi



## Durable Labels - A Complete GHS Solution

For those who need an extremely durable label or more specifically, a GHS (Globally Harmonized System) compliant label solution, LX2000 is the perfect choice. With its pigment ink and Primera's Tuffcoat Extreme Polyjet substrate, the LX2000 has already passed Section 3, BS5609 testing. The testing included removal of print by adhesive tape, abrasion resistance and permanence of print evaluations under extreme conditions, including exposure to UV light and repeated salt spray and immersion. The material and printed images from LX2000 passed in all three categories.

# Label Applicators and Rewinders

## AP550 LABEL APPLICATOR

**AP550 Label Applicator** is a **flat surface**, semi-automatic label applicator for rectangular or tapered bottles, boxes, packages, bags, pouches, lids, tins and more.

- » Quick set-up and easy operation
- » LED display with counter
- » Applies up to 500 labels per hour



## AP360 LABEL APPLICATOR

## AP362 LABEL APPLICATOR

**AP360 and AP362 Label Applicators** are the perfect semi-automatic labeling solutions for **cylindrical containers** as well as many tapered containers, including bottles, cans, jars and tubes.

- » 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

## RW-7 LABEL REWINDER

**RW-7 Label Rewinder** makes it easy to rewind large quantities of labels. It's perfect for use with virtually any direct thermal, thermal transfer or inkjet-based label printer, including Primera's popular LX-Series Color Label Printers.

LX2000 Color Label Printer sold separately.



# Digital Label Printing and Finishing

## **CX1200** COLOR LABEL PRESS

### **Primera's CX1200 Digital Color Label Press**

provides professional-grade short-run label printing for label houses and manufacturers who need complete flexibility with size and shape. Ideal for runs of 1,000 to 25,000 labels at a time.

Utilizing one of the highest-resolution color laser engines available, CX1200 gives you the professional 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 with a high ROI.

Primera's CX1200 produces output that is Pantone® spot-color matched at up to a 2400 dpi print resolution. Print speed is impressive at 16.25 fpm (5m/minute).

With its heavy-duty, 12" (305mm) O.D. 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!



### **ADVANTAGES OF PRODUCING LABELS IN-HOUSE ON THE CX1200 COLOR LABEL PRESS AND FX1200 DIGITAL FINISHING SYSTEM:**

- » Lower cost per label = higher profits
- » Fast and flexible
- » React quickly to market changes
- » Superior print quality
- » Simple operation – includes software that matches your workflow
- » Opens up new markets
- » Supports roll and sheet fed input



### **APPLICATIONS:**

- » Specialty, organic and gourmet foods and beverages
- » Wineries, breweries and distilleries
- » Coffee roasters and specialty teas
- » Cosmetics and personal care products
- » Nutraceuticals and vitamins
- » Private labeling
- » And more

# FX1200

DIGITAL FINISHING SYSTEM

Primera's FX1200 Digital Finishing System is ready to meet the demands of converters and manufacturers who need reliable, professional-grade finishing equipment to complete their digital label production. FX1200 is an "all-in-one" off-line solution that laminates, digitally die-cuts, removes waste, slits and rewinds labels to finished rolls.

With the FX1200 you can cut simple shapes to complex contour designs without expensive plates and dies all with easy to use touch screen controls for optimum efficiency and step-and-go operation.

FX1200 can finish labels printed from a variety of narrow web output devices including the CX1200 Color Label Press at a rate of up to 20 fpm (6.1m).



With FX1200, you'll be able to quickly and easily perform all of these label finishing steps in a single, integrated and automated process:



Laminating



Digital die-cutting



Waste matrix removal



Slitting



Rewinding to finished rolls

## Label Printer Supplies

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



FOR MORE INFO,

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