

Label, POS and RFID Printers, Digital Presses and Accessories

Product Selection Guide



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.

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



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.

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



LX900

COLOR LABEL PRINTER

LX900 is Primera's newest, fastest and most economical to operate color label printer. It utilizes the latest in high-resolution inkjet technology to print brilliant, full-color labels for your products, boxes and packaging. Individual ink cartridges for each color let you replace only the colors that need replacing. You'll save time and money on every job you print.



Outstanding Print Quality

LX900 incorporates the most advanced inkjet technology called Primera Imaging Perfection™. This all-new printing technology delivers razor-sharp text, graphics and the most photo-realistic printing possible.



Color droplet size is just 4 pL and black is 5.5 pL – the smallest available on an industrial-grade color label printer. Print resolution is up to 4800 dpi versus just 1200 dpi on other printers.

The Fastest Desktop Label Printer in the World!

With LX900, you'll produce full-color labels at up to 4.5" per second in draft mode. Short runs are printed fast and efficiently, helping you to increase the production of your products.

FEATURES INCLUDE:

- » Prints full-color at up to 4.5" per second
- » Color inkjet printing at up to 4800 dpi
- » Individual CMYK ink cartridges
- » Maximum print width of 0.75" to 8.25" (19mm to 210mm)
- » Maximum print length of 0.75" to 24" (19mm to 609.6mm)

RX900

COLOR RFID PRINTER

RX900 is the world's first on-demand full-color RFID label & tag printer. It prints, encodes, verifies and dispenses labels one at a time. Built-in automatic RFID encoding is ideal for applications that need both color and RFID, including file folders, asset tracking, garment & retail tags, data storage tapes, lab specimens, wristbands, oversized identification badges, pharmaceuticals and much more.



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

RW-12

LABEL REWINDER

RW-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.

- » Light-weight dancer arm – for use with virtually any desktop label printer.
- » Automatic rewind direction – can wind with labels facing in or out.



LX900 Color Label Printer
sold separately.

Digital Label Printing

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

FX1200 DIGITAL FINISHING SYSTEM

Digital Label Finishing Has Never Been This Fast, Easy and Affordable!

Until now, digital label finishing has been expensive, complicated, and not particularly well-refined. But no longer.

Primera's FX1200 Digital Finishing System is here.

This innovative new machine 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 produces rolls of finished labels produced by a variety of narrow-web output devices including the CX1200 Color Label Press.



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



Removal of waste matrix



Slitting



Rewinding to finished rolls

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 167 countries with support for European customers in Wiesbaden, Germany through Primera EUROPE. Primera Asia Pacific, registered in Hong Kong, serves customers throughout the Asia Pacific region.



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then take a picture with your smartphone.

**FOR MORE INFO,
VISIT US AT PRIMERALABEL.COM**

PRIMERA
TECHNOLOGY, INC.

Two Carlson Parkway North
Plymouth, MN 55447-4446 USA
800-797-2772 (U.S.A and Canada only)
Ph: 763-475-6676
Fx: 763-475-6677
www.primeralabel.com
www.primera.com
email: sales@primera.com

PRIMERA
TECHNOLOGY EUROPE™

Mainzer Strasse 131
65187 Wiesbaden / Germany
Fon: +49 (0)611 - 92777-0
Fax: +49 (0)611 - 92777-50
www.primeralabel.eu
email: sales@primera.eu

PRIMERA
ASIA PACIFIC

Room 1206-7, 12/F New Victory House
93-103 Wing Lok Street
Central, Hong Kong
Ph: +61 3 8586 3030
Fx: +852-3014-7827
www.primera-ap.com
email: sales@primera-ap.com

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