

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

Product Selection Guide



**PRIMERA**  
TECHNOLOGY, INC.

[www.primeralabel.com](http://www.primeralabel.com)

# Desktop Color Label Printers

## **LX400 & LX900** COLOR LABEL PRINTER      COLOR LABEL PRINTER

**LX400 & LX900** produce 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:

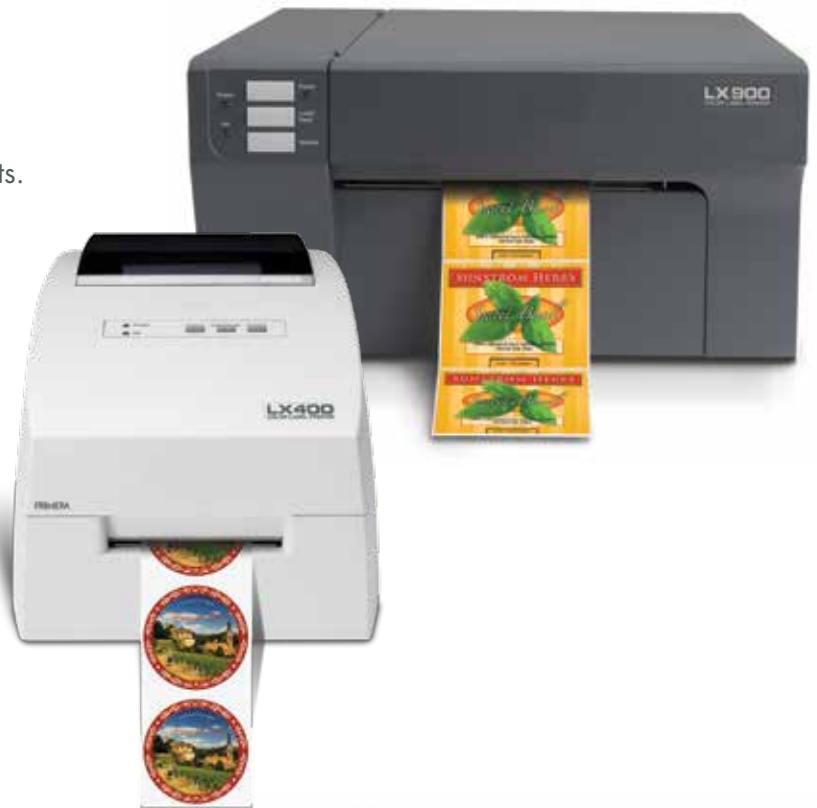
- » Proofing before going to press on longer runs
- » Test marketing
- » Name badges
- » Contract manufacturing
- » Private label goods
- » Promotional labels
- » Full-color box-end labels with bar codes

### **LX400 FEATURES INCLUDE:**

- » Color inkjet printing at up to 4800 dpi
- » 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 dye-based ink cartridge

### **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
- » Maximum print width of 0.75" to 8.25" (19mm to 210mm)
- » Maximum print length of 0.50" to 17" (13mm to 431mm)



### **ALSO AVAILABLE:**

**PX450 & RX900**  
COLOR PRINTER      COLOR RFID PRINTER      **RFID**

**PX450** is a compact, full-color POS printer designed for use at retail point-of-sale and other point-of-issue applications.

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



# 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
- » Maximum print width of 0.75" to 8.25" (19mm to 210mm)
- » 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

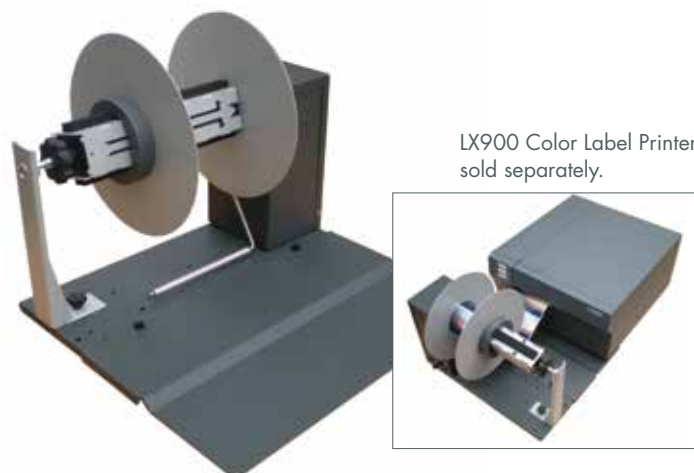


## AP360 LABEL APPLICATOR

## 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



LX900 Color Label Printer sold separately.

## 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 direct thermal, thermal transfer or inkjet-based desktop label printer, including Primera's popular LX-Series Color Label Printers.

# Industrial-Grade Color Label Printers

## CX1000 COLOR LABEL PRINTER

Primera's **CX1000 Color Label Printer** is an industrial-grade short- to medium-run desktop color label printer. It allows manufacturers of all types to produce full-color, highly-professional labels in-house. You'll save time and money by printing only the labels you need, when and where you need them.

With 2400 dpi print resolution, print quality exceeds that of virtually all other desktop printing solutions. Compared to 1200 dpi or 1600 dpi alternatives, you'll notice a striking difference in color depth. Colors are more vibrant. Text and graphics are sharper. Pantone® spot-color support is included for precise color matching.

CX1000 is fast at up to 16.25 fpm (5m/minute). Once a job is started it can be left unattended. A built-in cutter automatically cuts the web once the job is completed. Discover the convenience, cost savings and higher print quality you'll get with CX1000!



### 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



## FX1000 MATRIX REMOVAL SYSTEM

Primera's **FX1000 Matrix Removal System** is the perfect accessory to the CX1000 Color Label Printer. FX1000 in a single automated process, removes the waste label matrix while slitting and rewinding your labels to finished rolls.



# 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:**

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# 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 (6.1 m).



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.



## About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is the world's leading developer and manufacturer of specialty printing equipment including the LX-Series Color Label Printers, AP-Series Label Applicators, LP130 Laser Marking System and CX1200 Color Label Press and FX1200 Digital Finishing System.

Primera distributes its products in more than 198 countries with service and support for North America, Latin America and South America from Plymouth, Minnesota. EMEA customers are serviced and supported from Wiesbaden, Germany through Primera Europe. Primera Asia Pacific, located in Hong Kong, serves customers in Asia Pacific.



### READ MORE ABOUT OUR PRODUCTS FROM YOUR SMARTPHONE

Download a QR Reader app, then take a picture with your smartphone.

**FOR MORE INFO,  
VISIT US AT [PRIMERALABEL.COM](http://PRIMERALABEL.COM)**



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