Primera Technology looks back to a thirty-three year history of designing and manufacturing specialty color printers. Over a million printers have been built and sold in more than 157 countries. Primera has successfully developed short to medium-run solutions using both color inkjet and color laser technologies. Which one you choose depends upon your specific label production requirements. Following overview might help you make your decision:

Color Inkjet: for Short-Run Label Printing

Primera's LX-Series Color Label Printers utilize the latest in thermal inkjet technology to produce full-color product labels at up to 4800 dpi – about 240 times higher resolution than flexo – in up to 16.7 million colors.

Color inkjet is typically better suited to short runs versus medium runs since ink capacities are lower and speeds are slower. However, print quality is not at all sacrificed. In fact, color inkjet printing is among the best available of any competing technology.

Three color inkjet label printers are available from Primera:

Model	Width	# of ink carts	Speed
LX400e	108 mm (4.25")	1 (CMY)	Medium
LX810e	210 mm (8.25")	2 (CMY & K)	Medium
LX900e	210 mm (8.25")	4 (CMYK)	Fast

For quantities of just a few to hundreds of labels at a time, Primera's LX400e and LX810e are excellent choices. LX400e is affordable enough for virtually any business and prints labels up to 108 mm (4.25") wide. If *personalized labels in small quantities of different designs* are needed, we suggest the LX400e.

LX810e is the perfect choice if you need to print wider labels as it has the same print speeds, but includes a separate monochrome black ink cartridge and prints up to 210 mm (8.25") wide. With its industry-grade full metal case the LX810e *has been designed especially for use in the most demanding environments* that are typical in the manufacturing industry.

Primera's newest LX-Series printer, LX900e, has *extremely fast print speeds* – up to 17 times faster than LX400e and LX810e. LX900e also has separate ink cartridges for each color; saving money on every printed label but is *especially suitable for label designs that use more of one color than another.*

Labels printed on the LX-Series printers are not only glossy and highly professional looking, they're also scratch and smudge-resistant and with certain substrates highly water-resistant. *Printing barcodes is another essential advantage of the LX-Series.*

Just a few of possible applications include patient wristbands, labels for gourmet, organic or specialty food, personalized wines and spirits, honey and jams, cosmetics and personal care products, gift baskets, promotional labels, test marketing and more.

Color Laser: for Medium-Length Label Printing

Primera's CX1200e Digital Color Label Press prints at speeds of up to 5 m (16.25 feet) per minutes – the fastest in its class. *This allows much higher volumes of labels to be printed in a much shorter period of time* as compared to the draft mode of 114.3 mm (4.5") per second on LX900e.

Cost per print on CX1200e is also advantageous at about half that of inkjet-based label printers. This extends the crossover point at which it is not only more convenient but also less expensive to print with a color laser-based system versus traditional analog processes.

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

Primera's CX1200e is the leading product in the category of medium-length label printing. It allows companies to produce labels that rival the cost and quality of virtually any other process regardless of equipment cost.

But – labels printed on CX1200e and other similar digital presses *must be "finished" afterwards* by a secondary process. The finishing steps include die-cutting, optional laminating, slitting and rewinding to finished rolls. A variety of finishing options are available, most requiring the use of flexible or hard-tooled rotary or semi-rotary dies. A different type of finishing system utilizing digital die-cutting may be a better choice for companies who need maximum flexibility, low running costs and faster time-to-market.

Until now, the main disadvantage of digital die cutting systems has been their slow production speeds. Primera has changed that with its new FX1200e Digital Label Finishing System. *Finishing speeds of up to 6.1 m per minute (20 FPM)* are accomplished with Primera's exclusive QuadraCut™ technology using up to *four knife blades at a time across the web.*

Putting the most professional color labels possible on your products will set them apart from others. This is especially important for smaller manufacturers who can actually increase their sales by making their *products stand out through innovative packaging and labeling. It also allows manufacturers of all sizes to offer private label goods* in smaller quantities.

	CX1200e COLOR LABEL PRESS	**LX900e** COLOR LABEL PRINTER	**LX810e** COLOR LABEL PRINTER	**LX400e** COLOR LABEL PRINTER
Cost per Label	4.9 ¢	17.04 ¢	17.4 ¢	18.4 ¢
Prints per Cartridge	C = 64,270	C = 564	224 – Color	212 – Color
	M = 18,329	M = 332	696 – Black	
	Y = 24,824	Y = 249		
	K = 23,304	K = 3,473		

	CX1200e COLOR LABEL PRESS	**LX900e** COLOR LABEL PRINTER	**LX810e** COLOR LABEL PRINTER	**LX400e** COLOR LABEL PRINTER
Cost per Label	3.3 ¢	8.28 ¢	16.5 ¢	17.1 ¢
Prints per Cartridge	C = 64,251	C = 4,229	235 – Color	228 – Color
	M = 127,990	M = 3,317	1,035 – Black	
	Y = 15,014	Y = 282		
	K = 67,560	K = 8,733		

	CX1200e COLOR LABEL PRESS	**LX900e** COLOR LABEL PRINTER	**LX810e** COLOR LABEL PRINTER	**LX400e** COLOR LABEL PRINTER
Cost per Label	2.4 ¢	5.31 ¢	7.6 ¢	7.1 ¢
Prints per Cartridge	C = 128,530	C = 2,063	509 – Color	549 – Color
	M = 48,010	M = 1,241	5,771 – Black	
	Y = 28,000	Y = 712		
	K = 61,437	K = 12,509		

	CX1200e COLOR LABEL PRESS	**LX900e** COLOR LABEL PRINTER	**LX810e** COLOR LABEL PRINTER	**LX400e** COLOR LABEL PRINTER
Cost per Label	1 ¢	2.67 ¢	2.3 ¢	2.3 ¢
Prints per Cartridge	C = 192,710	C = 5,284	1,685 – Color	1,653 – Color
	M = 85,306	M = 1,534	6,351 – Black	
	Y = 110,295	Y = 2,105		
	K = 470,723	K = 14,347		