



# Primera Labelling Solutions



**PRIMERA**  
TECHNOLOGY EUROPE™

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# Label Printing made Easy!

## Simplified labelling process

### Traditional Labelling Process:

1. Design your label
2. Place an order
3. Label proof and changes
4. Outsourced label printing
5. Delivery time
6. Inventory (different label layouts)
7. Apply labels
8. Throw away unused labels

### Primera Labelling Process:

1. Design your label
2. Print on-demand
3. Apply labels



## Print your full-colour labels on-demand

### Your Advantages:

- High resolution full-colour labels
- Only print the labels you need with no minimums
- Skip delivery times and extra stock cost for different label layouts
- No wastage of labels when product label changes appear
- Print graphics, photos, text and barcodes

## Your design on Mac or Windows

### Print & Design your Label:

- You are free to choose any design program you prefer.
- Print your labels directly from the application you have designed them in.
- Use label design applications like NiceLabel or BarTender to take advantage of extra features, such as modified templates, variable data and any barcode type.
- Regardless the software you choose, you are able to create brilliant, personalised labels in any size you like.







Your printed labels

## Apply your labels semi-automatically

### Fast and Easy:

- Set the guides
- Place your container in the machine
- Press footswitch or pull the arm and your label is applied



Your labelled products

# You are in good company

Primera's mission is to produce technologically superior products that offer a high degree of customer satisfaction with an excellent price-performance ratio. Manufacturers and private labellers use Primera's label printers and accessories to print coffee labels, wine labels, cosmetic labels, gourmet and speciality food labels, personalised labels, bottled water labels, baby food labels and so much more. The following case studies will give you an idea about the type of customers using Primera products in various areas and how they have implemented many interesting ideas. You are in good company!



## Planet of Health, Slovenia

Planet of Health developed their own method of diagnosing and healing called thermo-regulation. The products they use are 100% natural and are produced in small series and in different languages.

Brane Bremšak and her team print about 10,000 to 15,000 labels per month in six different languages.

“Responsive time and the quality are very important factors for us and both are achieved with Primera's LX900e Color Label Printer.

*Brane Bremšak, marketing manager*



## Chiltern Valley, United Kingdom

The Chiltern Valley Winery, Brewery and B&B is a business passionately committed to providing their customers with products, which are uniquely hand crafted to the highest standards.

Donald Ealand uses the LX900e Color Label Printer mostly with vintage style labels on one of the oldest drinks in England: "Old Luxters Mead".

“The whole printing process is now much easier and, just as important, accurate. High quality colour labels are easily printable.

*Donald Ealand, production and general manager*



## Glashoff's Bestes, Germany

Glashoff's Bestes ("Glashoff's Best") is an individual marmalade manufacturer. They produce extraordinary jams with personalised labels for each customer with the LX900e Color Label Printer.

Hans-Uwe Glashoff was convinced by the stunning print quality of customers' images, logos and ingredients. Because of the new EU Food Information Regulation they had to redesign their labels and they now print them with a LX2000e Color Label Printer.

“We are very happy with the solution Primera products give us and the price-performance ratio is really good.

*Hans-Uwe Glashoff, founder*







## Forno Bottaro, Italy

The Forno Bottaro bakery team matches humility with courage to face new challenges such as the dietary needs of customers. They still bake sweet and savory bread of excellent quality every day.

Manuela Codognotto is very passionate about graphic design and immediately imagined all the opportunities that are possible with a LX900e Color Label Printer.

“ I have been surprised how quickly I can now implement my ideas and by the many benefits of being flexible and independent.

*Manuela Codognotto, graphic designer*



## Bim's Kitchen, United Kingdom

Bim's Kitchen is a small family business that makes their own original recipes for award-winning hand-made African-inspired curries, hot sauces, marinades and condiments.

James "Bim" Adedeji uses the LX900e Color Label Printer to produce labels for their entire product range and the AP360e Label Applicator to apply them to bottles and jars.

“ We highly recommend the system to other small businesses, who want something that produces professional results but offers so much flexibility.

*James "Bim" Adedeji, founder*



## Frebberholm, Sweden

Frebberholm Trading AB produces food products based on 100% natural raw materials with versions of product labels for every language area and every country.

Stefan Fahlander uses the LX900e Color Label Printer for different language product labels, private labelling and other special requests from customers.

“ So far we are more than happy with our investment and feel that the price-quality ratio is very favourable. Quite frankly I haven't even bothered to investigate other possible solutions.

*Stefan Fahlander, director and principal owner*





# Primera Label Printers and Accessories



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# Label Printers & Equipment

## Label Printers

Primera's **LX-Series Color Label Printers** utilise the latest high-resolution inkjet technology to print brilliant full-colour labels. With spectacular 4800 dpi print resolution and high throughput speeds these compact and affordable desktop printers print on a wide range of different label, tag and ticket materials, including inkjet-coated high-gloss, semi-gloss and matte labels.

**LX2000e Color Label Printer** – Primera's industrial-grade printer:

- Large, separate BS5609 Section 3 certified pigmented ink cartridges (CMYK)
- Applicable for off- and in-line production lines
- User-replacable printhead
- High UV- and water-resistance
- Optional external roll feeding system
- Built in rotary wheel cutter
- Ethernet, USB 2.0 or wireless connectivity



**LX900e Color Label Printer** – desktop printers' best quality labels:

- Separate ink cartridges (CMYK); dye or pigmented ink
- Most photo-realistic label printer in its class
- User-replacable printhead, easily switch from pigmented to dye ink
- Also available as full-colour **RX900e RFID Label Printer**



**LX500e Color Label Printer** – perfect for smaller production runs:

- Designed for retail point-of-sale and other point-of-issue applications
- Prints coupons, tickets, name badges, wristbands and receipts
- Optional built-in guillotine cutter
- Small and compact size

All label printers can be used with **Windows or Mac based operating systems** and **virtually any design program** you prefer. It is as easy as printing with your well-known desktop printers. Easily **integrate the printer** of your choice **in your existing production environment**. Each colour label printer has **adjustable print settings** to make sure you have the perfect printout on each substrate.

To sum up: Primera has a printer for each need!

## Equipment

**ACS-216e Auto Cutter System for LX900e Color Label Printer:**

- Features a heavy duty, durable rotary cutter, which can cut through label stock, heavy papers and plastics
- On-demand production of tickets, shelf edge inserts, tags, ID-cards and much more

**FX400e Foil Imprinting System** – enhances the value of your product:

- Easily add brilliant, shiny metallic highlights to inkjet- or laser-printed labels
- Metallic colours like gold, silver, bronze, red or blue and several spot colours available
- Print virtually any design: borders, graphics, fonts, backgrounds and more
- Products stand out at retail with a touch of elegance and luxury



**RW-7 Label Rewinder:**

- Spares you the trouble of self-rewinding labels on label cores
- Especially designed for LX-Series Color Label Printers

**RW-9 Label Rewinder and UW-9 Label Unwinder** – the professional add-on:

- Especially for use with LX2000e in an industrial environment
- Unwind and rewind label rolls with up to 30 kg and 228.6mm (9") width
- Both fixed with ground plates for a perfectly adjusted work space

The time saving re- and unwinders are compatible with all of Primera's **LX-Series Color Label Printers**.



# Label Printer Comparison Chart

	<b>LX500e</b> COLOR LABEL PRINTER	<b>LX900e</b> COLOR LABEL PRINTER	<b>LX 2000e</b> COLOR LABEL PRINTER	<b>FX400e</b> FOIL IMPRINTER
Print Method	Thermal inkjet			Thermal transfer
Maximum Print Resolution	4800 dpi			300 dpi
Print Width	19 to 101.6mm	12.7 to 209.6mm	12.7 to 212.8mm	106mm
Print Length	12.7 to 609.6mm	12.7 to 431.8mm	12.7 to 609.6mm	1016mm
Maximum Print Speed	up to 50.8mm/sec	114mm/sec	152mm/sec	127mm/sec
Ink Cartridges	Single One multicolour (CMY) ink with process black (K)	CMYK 4-colour cartridges Separate ink tanks with one semi-permanent print head; user-replacable		Thermal transfer ribbon Single colour (Gold, Silver, Bronze, Blue, Red Foil) or spot colour (Yellow, Red, Green, Blue, Black, White)
Ink Type	Dye	Dye or Pigment	Pigment	–
Controls	Pause, Load/Feed, Unload		Resume/Feed, Pause/Unload, Cancel	Load
Label Cost Calculation Tool	✓		✓ (PC)	–
Windows 7/8/10	✓			
Mac OS X	–	v10.6 (or higher)	v10.8 (or higher)	–
Media/Substrates Types	Roll-fed pressure-sensitive labels, roll-fed tags or coupons (only internal material feeding)		Roll-fed pressure-sensitive labels, roll-fed tags or coupons (allows external material feeding)	
Case Construction	ABS plastic	Metal		ABS plastic
Media sensing	Moveable see-through sensor for die-cut labels Reflective for labels and tags with black stripe (black mark) Continuous label stock Preprinted label stock			
Media Cutter	Optional		✓	–
Rewinder (optional)	✓			
Unwinder (optional)	✓	–	✓	
Dimensions (W x H x D)	264 x 180 x 389mm	438 x 231 x 438mm	495 x 259 x 521mm	213 x 188 x 314mm
Weight	3.2 kg	16.6 kg	20.4 kg	2.8 kg
European RoHS Compliant	✓			
FCC, UL, CE and CSA Approvals	✓			
Electrical Rating	12 VDC, 5.0A			24 VDC, 3.75A
Power Requirements	100-240 VAC, 50/60 Hz, 60 W			



# Label Applicators

It is well known that the better and more professional your labels look, the more you will sell. That is why Primera developed the **AP-Series Label Applicators**, the perfect semi-automatic labelling solution for virtually any container type.

Primera's label applicators not only help to increase your production rates, but also make your products look professional and great. Product and identification labels are applied easily, straight and without wrinkles or folds in exactly the desired location, giving finished products a highly professional look.

With quick setup and easy operation the AP-Series Label Applicators significantly increase the number of containers that can be labelled per hour versus manually applying labels. With their compact size they fit on most desks and countertops and are built with heavy-duty sheet metal and steel for long life.

## AP360e/AP362e Label Applicator for round containers

- For cylindrical containers, including round bottles, cans, jars and tubes
- **AP360e as base model** quickly applies labels to the front of containers
- **AP362e as advanced model** includes front and back labelling
  - variable spacing
  - memory for up to nine jobs
  - LED display with built-in counter
- Built-in spring-loaded pressure arm applies labels firmly
- Securely affix labels even on very small radius containers such as lip balm tubes



## AP550e Label Applicator for flat surfaces

- For a wide range of flat surfaces, such as rectangular or tapered bottles, boxes, packages, bags, pouches, lids and more
- Full range of motion
- No air-pressure supply required (no expensive, noisy and maintenance-prone air compressors)
- No cleaning required
- Works with virtually any label
- LED display with built-in counter
- Additional **AP550e Container Holder Kit**:
  - Creates a mould for any odd-shaped or small container that would be difficult to hold in place during labelling
  - Comes with a small or large tray, a roll of UHMW tape, moulding compound and instruction manual



The **AP-Series Label Applicators** are the perfect accessory for labels produced by Primera's popular **LX- and CX-Series Color Label Printers** and **Digital Label Presses**. Together, they provide a complete print-and-apply solution that is ideal for a wide range of short- to medium-runs.

You can also apply roll-wound labels printed by other methods such as flexographic, offset and thermal transfer with Primera's label applicators.

# Label Applicator Comparison Chart

	<b>AP360e</b> LABEL APPLICATOR	<b>AP362e</b> LABEL APPLICATOR	<b>AP550e</b> LABEL APPLICATOR
Number of Labels Dispensed per Trigger	1	1 or 2 – front and back	1
Speed	135mm per second or up to 1200 containers per hour		Up to 500 containers per hour
Container Shape	Cylindrical and many tapered		Flat and many tapered
Container Diameter	15mm to 170mm (0.6" to 6.7")		9.5mm to 203mm (0.002" to 8")
Container Width	25.4mm to 238mm (1" to 9.4")		19mm to 310mm (0.75" to 12.2")*
Container Height	15mm to 170mm (0.6" to 6.7")		9.5mm to 203mm (0.002" to 8")**
Label Width	19.1mm to 209mm (0.75" to 8.25")		19mm to 101.6mm (0.75" to 4")
Label Height	19.1mm to 609.6mm (0.75" to 24")		19 mm to 152.4mm (0.75" to 6")
Label Roll Diameter	15mm to 170mm (0.6" to 6.7")		19mm to 152.4mm (0.75" to 6")
Label Roll Core Diameter	50.8mm to 76.2mm (2" to 3") I.D.		
LED Display with Built-In Up/Down Counter and Saved Jobs	–	✓	
Weight	7.26 kg		10.9 kg
Dimensions (W x H x D)	340 x 226 x 328mm		305 x 541 x 256 - 391mm
European RoHS Compliant	✓		
FCC, UL, CE and CSA Approvals	✓		
Electrical Rating	12 VDC, 5.0A		
Power Requirements	100-240 VAC, 50/60 Hz, 60 W		

\* Container may overhang platform to the front and/or either side.

\*\* Containers shorter than 20.3mm may require adaptive spacers.





# Various Substrates

To produce exceptional product labels for your kind of application you not only need advanced print technology such as that integrated in Primera's colour label printers but you also need high-quality substrates.

All Primera certified inkjet-materials are the ideal choice for labels printed on Primera's LX-Series Color Label Printers, where full process colour is used to add impact and/or functionality to the label. The following substrates are designed for high resolution printing on on-demand roll to roll inkjet-printers. **Primera has many standard sizes available and any material is available as custom made size. There are different adhesives too, like non-permanent or hot-melt.**

For technical data sheets visit [supplies.primera.eu](http://supplies.primera.eu).

## Paper

### High Gloss

White smooth bright inkjet coated paper label with a glossy finish. Specifically designed for applications requiring photo-realistic labels with full-colour graphics.

### Matte

White smooth inkjet coated paper label with a matte finish. Specifically designed for use with product, promotional or warehouse labelling.

### Vintage Eco

Cream textured inkjet coated paper label with a matte finish. Specifically designed for applications, where an authentic, natural or ecological look is desired. It offers good water resistance in ice bucket immersion.



## Poly

### White High Gloss and Clear Gloss Eco

White or clear bright inkjet coated poly label with a shiny finish. Specifically designed for applications requiring water-resistance with brilliant photo-realistic quality and full-colour graphics. This super high-gloss material is also highly resistant to abrasion and tearing as well as to semi-harsh chemicals.

### Pearly Gloss

White pearly smooth inkjet coated poly label with a shiny finish. Specifically designed for applications where a precious, classy and noble look is desired with brilliant photo-realistic quality. This super high-gloss material is also highly resistant to abrasion and tearing.

### White Matte Eco

White smooth inkjet coated poly label with a matte finish. Specifically designed for use with product labelling, promotional labelling and industrial applications including variable information and requiring photographic colour printing with high resolution image.

### White Matte BS-certified

White smooth inkjet coated poly label with a matte finish and BS5609 Section 2 certification. Excellent UV-stability and tear resistance. Specifically designed for industrial applications and extreme conditions including GHS chemical labelling applications.



## Vinyl

### Matte

White smooth inkjet coated vinyl label with a matte finish. Specifically designed for applications requiring extreme water-resistance with the highest levels of imaging quality. This matte material is also highly resistant to tearing and semi-harsh chemicals.





# Convince Yourself!



**Where are my samples?**  
For different label  
samples contact  
[sales@primera.eu](mailto:sales@primera.eu)