

# 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

## **NEW!** LX500 COLOR LABEL PRINTER

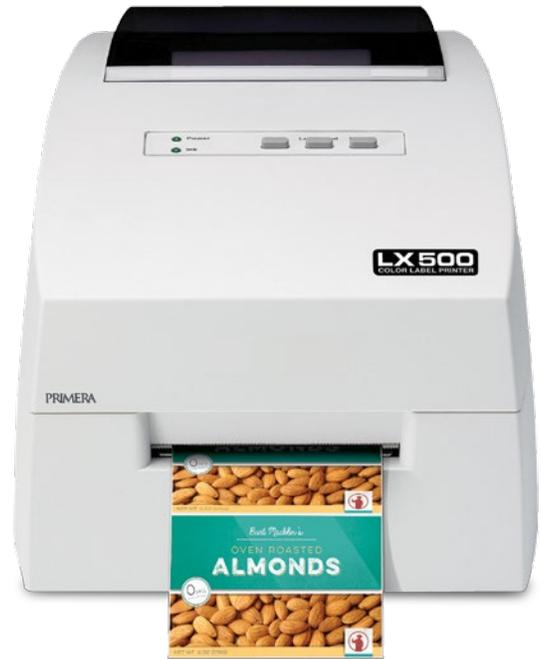
**LX500** produces gorgeous, professional-quality labels for all your short-run, specialty products. They're ideal for industries such as gourmet foods, wine, personal care, natural products and more.

### Feature Updates:

- » Faster print speeds
- » Optional built-in cutter
- » Improved print quality
- » Lower cost per label

### LX500 FEATURES INCLUDE:

- » Color inkjet printing at up to 4800 dpi
- » Media width of 0.50" to 4.25" (12.7mm to 101.6mm)
- » Maximum print length of 0.75" to 24" (19mm to 609.6mm)
- » One high-yield tri-color ink cartridge
- » Optional built-in label cutter (LX500c)



## ALSO AVAILABLE: **LX500c** COLOR LABEL PRINTER

The **LX500c** with its built-in guillotine-style cutter is ideal for printing and cutting full-color name badges on-demand.



## NEW! LX1000 COLOR LABEL PRINTER



## LX2000 COLOR LABEL PRINTER



The **LX1000** and **LX2000** are pigment based label printers capable of producing durable labels in large quantities. Large, individual CMYK ink cartridges keep cost per label low.

The combination of pigment-based inks and various synthetic materials make LX1000/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.

Features/Specs.	LX1000	LX2000
Print speed - "up to"	4"/sec	6"/sec
Max. print width - 8.25" (209.6mm)	✓	✓
Max. print length - 24" (609.6mm)	✓	✓
Max. liner/media width - 8.375" (212.7mm)	✓	✓
Min. liner/media width - 1.5" (38.1mm)	✓	✓
Individual CMYK pigment ink cartridges	✓	✓
4800 x 1200 dpi	✓	✓
USB connection	✓	✓
BS5609 Section 3 certified for GHS labels	✓	✓
Windows 7/8/10+ compatibility	✓	✓
Mac OS X 10.8+ compatibility		✓
Wired Ethernet or wireless connectivity		✓
Built-in cutter		✓



### 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, LX1000 or LX2000 are the perfect choice. With their pigment ink and Primera's TuffCoat Extreme™ Polyjet substrate, the LX1000 and LX2000 have 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 LX1000 and LX2000 passed in all three categories.

# Desktop Color Label Printer Comparison Chart

	<b>LX500</b> COLOR LABEL PRINTER	<b>LX1000</b> COLOR LABEL PRINTER	<b>LX2000</b> COLOR LABEL PRINTER
			
<b>Part #</b>	74274	74455	74461
<b>Recommended Labels/Day</b>	1 to 500	1 to 3,000	1 to 5,000
<b>Label Types</b>	Pre die-cut	Pre die-cut	Pre die-cut
<b>Maximum Media Width</b>	4.25"	8.375"	8.375"
<b>Maximum Print Width</b>	4.0"	8.25"	8.25"
<b>Print Resolutions</b>	Up to 4800 dpi	Up to 4800 dpi	Up to 4800 dpi
<b>Print Speed (up to)</b>	2.5" / sec	4" / sec	6" / sec
<b>Ink Cartridge(s)</b>	Single CMY	Separate CMYK	Separate CMYK
<b>Ink Type</b>	Dye	Pigment*	Pigment*
<b>Cutter</b>	Yes - 74275 LX500C	No	Yes - built-in
<b>Wired / Wireless Ethernet</b>	No	No	Yes
<b>Operating System Compatibility</b>	Windows® 7/8/10+ or Mac OS X 10.9+	Windows® 7/8/10+	Windows® 7/8/10+ or Mac OS X 10.8+
<b>Your Price</b>	\$1,225	\$2,495	\$3,595

\*added water and UV resistant ink

# 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

Double your capacity



LX2000 Color Label Printer sold separately.

## UW-7 LABEL UNWINDER

## RW-7 LABEL REWINDER

**UW-7 Label Unwinder and RW-7 Label Rewinder** makes it easy to unwind and/or rewind, large quantities of labels. They're perfect for use with most direct thermal, thermal transfer or inkjet-based label printer, including Primera's popular LX2000 Color Label Printer.

# 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 (6.1 m).



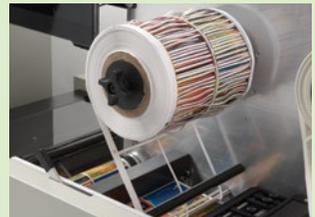
With FX1200, you'll be able to quickly and easily perform all of these label finishing steps in a single, integrated and automated process:



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 and CX1200 Color Label Press and FX1200 Digital Finishing System.

Primera distributes its products in more than 200 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.



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



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