PRIMERA
TECHNOLOGY EUROPE™

Label Printers & Accessories

from Primera – the leading manufacturer.

Label Printers

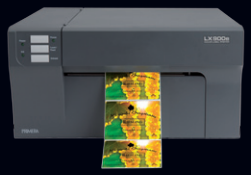
Primera's LX-Series desktop printers utilize the latest high-resolution inkjet technology to print brilliant full-colour labels.
With spectacular 4800 dpi print resolution and high throughput speeds these compact and affordable printers print on a wide range of different label, tag and ticket materials, including inkjet-coated high-gloss, semi-gloss and matte labels. Labels printed on high-gloss material are highly scratch-, smudge- and water-resistant. The fastest and most economical LX900e comes with separate ink cartridges (CMYK) which let you replace only the colours that need replacing. It's also available as the first full-colour RFID Label Printer, called RX900e.
The PX450e is developed to meet the requirements of retail point-of-sale and other point-of-issue applications such as information counters, hotel or hospital receptions. It prints coupons, tickets, name badges, wristbands and receipts in just five seconds. It also comes with a built-in guillotine cutter which allows forms of any length to be printed and cutted.

Accessories

The AP-Series Label Applicators are the perfect semi-automatic labelling solution for cylindrical containers, including bottles, cans, jars and tubes, giving your finished products a highly professional look. The built-in spring-loaded pressure arm makes sure labels are applied firmly and without wrinkles at speeds of up to 1200 containers per hour! The AP360e base model quickly and efficiently applies single labels at a time. It's also available as label dispenser version, called DX850e. The advanced model AP362e can apply one or two different labels to a single container. A built-in LED counter and memory for up to nine front-to-back label offsets is also included.
As a time-saving accessory which is compatible to our LX900e, we offer the LX-Rewinder which spares you the trouble of self-rewinding labels on label cores. It's also available as an all-in-one LX-Unwinder and Rewinder for the LX400e.

With Primera's FX400e Foil Imprinting System you can fast and easily add brilliant, shiny metallic gold and silver highlights to your inkjet-printed labels. The FX400e is an optional accessory to any of Primera's LX-Series Colour Label Printers. The process is 100% digital, so you can print virtually any design: borders, graphics, fonts, backgrounds and more. Clear film is also available for the FX400e. It lets you produce labels with a high degree of resistance to water, chemicals, cleaning solutions, UV and other harsh environmental factors.
From initial set-up to full operation with the included Nice Label SE Primera Edition software, the FX400e is easy to use. Plus, everything you need to start imprinting labels is included in the box.

Label Printer Comparison Chart



	PX450e	LX400e	LX900e	FX400e
Print Method	Thermal inkjet	Thermal inkjet	Thermal inkjet (Primera Imaging Perfection)	Thermal Transfer
Maximum Print Resolution	4800 dpi			300 dpi
Maximum Print Width	108mm		210mm	104mm
Maximum Print Length	610mm		431mm	569mm
Maximum Print Speed	25mm/sec		114mm/sec	50.8mm/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 (TuffCoat Gold Foil, TuffCoat SilverFoil, TuffCoat Clear Foil) and Spot Colours (yellow, red, green, blue, black, white)
Windows XP/ Vista / 7	✓			
Mac OS X	Mac OS v10.4 (or higher)	Mac OS X v10.2 (or higher)	Mac OS v10.6 (or higher)	–
Media/Substrates Types	Roll-fed pressure-sensitive labels, roll-fed tags, fan-fold labels or tags, tickets and coupons		Roll-fed pressure-sensitive labels, roll-fed tags or coupons (only internal material feeding)	Roll-fed pressure-sensitive labels, roll-fed tags or coupons
Case Construction	ABS plastic	ABS plastic	Metal	ABS plastic
Built-in Media Cutter	✓	–		
Rewinder (optional)	✓			
Unwinder (optional)	✓		–	✓
Dimensions (W x H x D)	264 x 180 x 389mm	264 x 180 x 389mm	438 x 231 x438mm	220 x 185 x 315mm
Weight (kg)	3.2 kg		16.16 kg	8.4 kg
European RoHS Compliant	✓			
FCC, UL, CE and CSA approvals	✓			

Possible Applications

Print graphics, photos, text and barcodes on labels with Primera's Colour Label Printers. Manufacturers, printing houses and private labellers use Primera's printing equipment to produce coffee labels, wine labels, cosmetic labels, gourmet and speciality food labels, personalised labels, bottled water labels, baby food labels and so much more. Business and companies in all kinds of industries, such as logistics, chemical/metal processing, medical industry, event and show organisations and many more, need high-quality labels.
Every product needs a label and therefore the possibilities are almost endless!

Gourmet/Speciality Food

Natural Products

Events/Meetings/Conventions

Private Labelling

Beverages

Personal Care and Cosmetics

Chemical/Pharmacy

Industrial Labels

D.I.Y./Household

Medical Solutions

POS/POI on demand

Promotions

GET MORE INFORMATION ABOUT PRIMERA'S LABEL PRINTERS ON YOUR SMARTPHONE

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

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