

Label Printers Label Applicators & Accessories



PRIMERA
TECHNOLOGY, INC.

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DESKTOP COLOR LABEL PRINTERS

BRILLIANT, FULL-COLOR PRODUCT LABELS ON-DEMAND

NEW



LX610 has Built-In Digital Die-Cutting – Cut Any Label Shape!

LX610

COLOR LABEL PRINTER

Print and Cut Custom Labels of Any Shape or Size* – All in One Simple, Unattended Process.

Automatic Built-In Die-Cutting

LX610's printing and precision die-cutting are incorporated into one easy, timesaving step. Just import your design and select a cut format. Choose from standard die-cuts – such as squares, circles or rectangles in any size, or a contour cut that automatically and precisely follows the outline of the image.* You'll never need to order a custom die again!

LX610 Features Include:

- » Automatic, built-in die-cutting
- » Color inkjet printing at up to 4800 dpi
- » Max print width 4.1" (104mm) – die-cutting or 5" (127mm) – pre-die cut label material
- » One high yield tri-color ink cartridge
- » Pizza-wheel style label cutter

**Software upgrade required for cuts beyond standard shapes such as squares, circles, or rectangles*

NEW



LX600

COLOR LABEL PRINTER

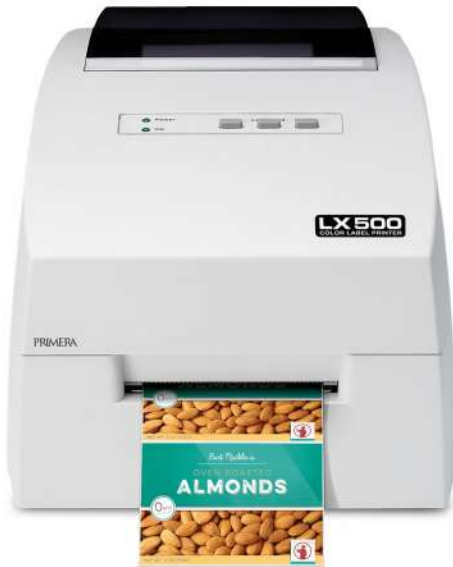
LX600 encompasses all the same quality features as the LX610 without the built-in die-cutting. It's perfect for a range of industries including health and beauty, food and beverage, chemicals and more.

LX600 Features Include:

- » Color inkjet printing at up to 4800 dpi
- » Print width of 0.5" to 5" (13mm to 127mm)
- » Interchangeable pigment and dye inks
- » One high yield tri-color ink cartridge
- » Pizza-wheel style label cutter

LX 500 | LX 500c

COLOR LABEL PRINTER | COLOR LABEL PRINTER



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

With fast print speeds, competitive label quality and cost per label, and an optional built-in cutter, the LX500 is the ideal entry-level color label printer designed for your business to thrive.

LX500 Features Include:

- » Color inkjet printing at up to 4800 dpi
- » Media width of 0.75" to 4.25" (19mm to 108mm)
- » Print length of 0.25" to 24" (6mm to 610mm)
- » One high yield tri-color ink cartridge
- » Optional built-in label cutter (LX500c)



RX 500

COLOR RFID LABEL PRINTER

RX500 is the only desktop full-color RFID label and tag printer that's fully integrated. Built-in, automatic RFID encoding makes it ideal for applications that need both color and RFID, including asset tracking, retail & apparel tags, security and identification badges, wristbands, pharmaceuticals, and much more.



Industry-first integrated UHF reader/encoder supplied by RFID industry leader Honeywell®



Supports EPC Global Class 1 Gen 2 and ISO 18000 -6B and -6C



LX500 Customer Spotlight: Breezy Quarters Soap & Bath Factory

Printing custom short-run, professional-quality labels with the LX500 has been a breeze for founder Paige Bowser. In her own words, "I needed to step up my game with my packaging." After some research, Paige realized that the LX500 allowed her business to be creative while also allowing the flexibility to design and print labels on-demand rather than having to wait with outsourcing.

Visit www.primera.com for the full story

DESKTOP COLOR LABEL PRINTERS

BRILLIANT, FULL-COLOR PRODUCT LABELS ON-DEMAND

LX910 COLOR LABEL PRINTER

LX910 is the highest print quality color label printer ever developed by Primera. It utilizes an all-new, very high capacity thermal inkjet print head with one cartridge that was designed from the start to be unmatched in its performance. Print with dye or pigment ink, all in the same printer.

LX910 Features Include:

- » Color inkjet printing at up to 4800 dpi
- » Top print speed of 4.5"/sec (114 mm/sec)
- » Print width of .75" to 8.25" (19 mm to 210 mm)
- » Print length of .75" to 24" (19 mm to 610 mm)
- » One ultra-high yield tri-color ink cartridge for pigment and dye



One Printer, Two Solutions

LX910's technology allows you to easily switch between dye and pigment ink without having to change the print head.



Under the Hood

Unrivaled Durability

Pigment-based ink delivers ultimate strength for your labels to withstand the elements.



Undeniable Vibrancy

Dye-based ink creates brilliant colors so your labels stand out in the crowd.





LX2000 COLOR LABEL PRINTER

LX2000 represents an entirely new product class in desktop label printing. Primera's fastest pigment-based inkjet label printer can produce durable labels in high quantities. Large, separate CMYK ink cartridges keep the cost per label low, while print speeds of up to six inches per second produce labels quickly – even high-resolution linear or two-dimensional bar codes.

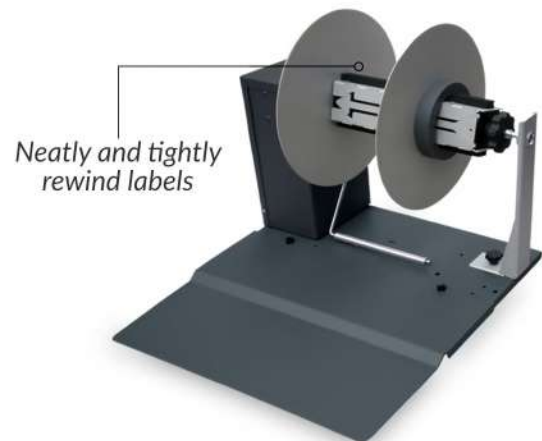
LX2000 Features Include:

- » Color inkjet printing at up to 4800 dpi
- » Top print speed of 6"/sec (152 mm)
- » Print width of .5" to 8.25" (13mm to 210 mm)
- » Print length of .5" to 24" (13mm to 610 mm)
- » Large, individual ink cartridges for Cyan, Magenta, Yellow and Black

RW-12 LABEL REWINDER

RW-12 Label Rewinder makes it easy to rewind large quantities of labels.

It's perfect for use with most direct thermal, thermal transfer, or inkjet-based label printers, including Primera's LX-Series label printers.



LX2000 Customer Spotlight: Appalachian Milk Soap

When it comes to a resourceful prime label printer, specialty soap manufacturer Appalachian Milk Soap relies entirely on their LX2000 to ensure their delicately crafted natural handmade goat milk soaps are packaged with as much care as is put into their products.

"One refreshing thing with the LX2000 is that it really reduces waste, and the more that we use it, the more we anticipate a really good ROI," Marketing Manager Mark Burdette explains.

Visit www.primera.com for the full story



DESKTOP LABEL APPLICATORS

SEMI-AUTOMATIC LABELING SOLUTIONS



AP360 | AP362 LABEL APPLICATOR | 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.

Features Include:

- » 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

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.

Features Include:

- » Quick set-up and easy operation
- » LED display with counter
- » Applies up to 500 labels per hour







AP360 Customer Spotlight: Wander North Distillery

Minneapolis-based small batch distillery Wander North has been creating locally-sourced craft beer since 2013. A proud veteran-owned distillery, Wander North is able to donate part of their net profits to local charities thanks, in part, to the time and money saved because of consistent label applications with their AP360.

According to Founder Brian Winter, "with three people, what we can do in four hours is what we used to be able to do in seven [using AP360]."

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	LX 500 COLOR LABEL PRINTER	LX 500c COLOR LABEL PRINTER	LX 600 COLOR LABEL PRINTER	LX 610 COLOR LABEL PRINTER	LX 910 COLOR LABEL PRINTER	LX 2000 COLOR LABEL PRINTER
						
Recommended Labels/Day	1 to 1,000		1 to 3,000		1 to 5,000	1 to 7,500
Label Types	Pre die-cut, continuous, and black marks		Pre die-cut, continuous and black marks (Plus on-demand digital die-cut for LX610)		Pre die-cut, continuous, and black marks	Pre die-cut, continuous, and black marks
Maximum Media Width (Pre die-cut labels)	4.25" (108mm)		5.125" (130mm)		8.375" (213mm)	8.375" (213mm)
Maximum Print Width (Pre die-cut labels)	4.25" (108mm)		5.00" (127mm)		8.25" (210mm)	8.25" (210mm)
On-Demand Digital Die-Cutting	No		Yes - LX610 only		No	No
Print Resolution	Up to 4800 dpi		Up to 4800 dpi		Up to 4800 dpi	Up to 4800 dpi
Print Speed (up to)	2.5"/sec. (64mm/sec.)		4.5"/sec. (114mm/sec.)		4.5"/sec. (114mm/sec.)	6.0"/sec. (152mm/sec.)
Ink Cartridge(s)	Single CMY		Single CMY, ultra-high yield		Single CMY, ultra-high yield	Separate CMYK
Ink Type(s)	Dye		Dye or Pigment*		Dye or Pigment*	Pigment*
Built-in Cutter	Yes - LX500c only		Yes		Yes	Yes
Wired/Wireless Ethernet	No		No		No	Yes
Operating System Compatibility	Windows® 7/8/10+ or Mac OS X 10.11+		LX600: Windows® 7/8/10+ or Mac OS X 10.11+ LX610: Windows 7/8/10+		Windows® 7/8/10+ or Mac OS X 10.11+	Windows® 7/8/10+ or Mac OS X 10.11+

*added water and UV resistant ink.

	AP 360 LABEL APPLICATOR	AP 362 LABEL APPLICATOR	AP 550 LABEL APPLICATOR
			
Labels Applied	1 at a time	2 at a time (front and back)	1 at a time
Types of Containers	Cylindrical	Cylindrical	Flat or Tapered
Labels/Hour (up to)	1200	1200	500
Maximum Container Width	9.4" (239mm)	9.4" (239mm)	12"+ (305mm+)
Maximum Container Diameter/Height	8" diameter (203mm)	8" diameter (203mm)	8" high (203mm)
Maximum Label Width	8.375" (213mm)	8.375" (213mm)	4.125" (105mm)

Learn More About Primera's Label Solutions

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Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is one of the world's leading developers and manufacturers of specialty printing equipment including the Bravo-Series CD/DVD/BD Disc Publishers, LX-Series Color Label Printers, AP-Series Label Applicators, Signature Slide and Cassette Printers, and Eddie, the Edible Ink Printer.

Primera sells its products in more than 200 countries and territories globally. Sales, support, and customer service are available in all time zones and, when using live chat, in 100+ languages.

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Product warranty may be different in Europe and Asia.

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