



## News Release

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### **Primera presents its new LX500e Color Label Printer at All4Pack**

*With Primera's digital label printing equipment product labels really stand out*

**WIESBADEN, GERMANY** (November 02, 2016) – On-demand and in-house label printing has grown from being exotic to something that manufacturers of all types and sizes use frequently or even exclusively. Not only smaller manufacturers are in need of short- to medium-run, full-colour customised product labels as a way to increase their sales numbers by making their products stand out through innovative packaging and labelling. It also allows manufacturers of all sizes to offer private label goods in smaller quantities, as the industry realized that offering personalised products is a great sales tool that can add to the success of a product.

But finding a cost-effective and convenient way to produce high-quality, colour labels has not been easy. Primera Technology, a leading manufacturer of high quality laser- and inkjet-based label printers, has successfully developed short to medium-run label solutions. Using intelligent technology, Primera creates systems that can design, print and finish labels of any shape or form. Customers can choose from Primera's LX-series of inkjet desktop label printers, or its CX/FX colour digital laser printing and finishing systems.

At **All4Pack**, held at Paris Nord Villepinte, France, November 14-17, 2016, Primera will present its digital label printing solutions to the international audience at the company **stand # 6 J 138**. Not only will Primera show its existing range of dry-toner and inkjet-based label printers, but it will also showcase its LX2000e Color Label Printer and its new LX500e Color Label Printer.

**LX2000e** features large ink tanks for lower cost per label, fast print speeds and pigment ink for stronger resistance to UV light, chemicals and water, built in "pizza-wheel" cutter, colour display, viewing window to see label stock levels and wired Ethernet or USB 2.0 and wireless connection options. LX2000e utilises large pigmented ink cartridges that meet the standards of BS5609, one of the most rigid durability qualifications in the world for printed output. Printed labels are exposed to immersion in water, salt spray, abrasion and UV light. Conforming to this standard is required for producing GHS hazardous material labels on a desktop label printer.

**LX500e** is Primera's newest and most affordable desktop colour label and tag printer. Fast print speeds and an optional built-in guillotine-style cutter allow users to quickly and easily print and cut their short-run labels.

Primera Technology has successfully developed short to medium-run solutions using colour laser technology, such as the **CX1200e Color Label Press**. Designed for in-house production of professional-quality product labels, CX1200e is ideal for producing short- to medium-run jobs in various sizes. If finished rolls are needed, the **FX1200e Digital Finishing System** is the perfect solution. It "finishes" the printed output with several different operations including: lamination, digital die-cutting, waste matrix removal, slitting and rewinding. Utilizing Primera's QuadraCut™ technology, virtually any size and shape of label can be produced including complicated contour cuts, without the need to purchase expensive rotary or flat dies.

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#### **About Primera Technology**

Headquartered in Plymouth, Minnesota, USA, Primera Technology, Inc. is one of the world's leading specialty printer manufacturers. Its products are sold worldwide through Primera Authorized Resellers and Distributors in more than 222 countries.

More information about Primera, its history and products is available on the Internet at <http://primeralabel.eu> or contact Primera Europe in Germany by phone at +49-(0) 611-92777-0, by FAX at +49-(0) 611-92777-50 or by e-mail at [sales@primera.eu](mailto:sales@primera.eu).

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