

Label Printers Label Applicators & Accessories



PRIMERA
TECHNOLOGY, INC.

www.primera.com

DESKTOP COLOR LABEL PRINTERS

BRILLIANT, FULL-COLOR PRODUCT LABELS ON-DEMAND

NEW



**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.

Print Quality

LX610 offers the same, professional-quality output as our other label printers. It produces high quality labels with color inkjet printing up to 4800 dpi.

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" – die-cutting / 5" – pre-die cut label material
- » One high yield tri-color ink cartridge
- » Pizza-wheel style label cutter



**Contour cutting requires optional software upgrade.*



Did You Know?

LX610 is also great as a proofing machine for ad agencies, packaging designers and label houses! Print and die-cut any label shape on the fly.

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 101.6mm)
- » Print length of 0.25" to 24" (6.4mm to 609.6mm)
- » 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.

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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
- » Print width of .75" to 8.25" (19mm to 210mm)
- » Print length of .75" to 24" (19mm to 609mm)
- » 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:

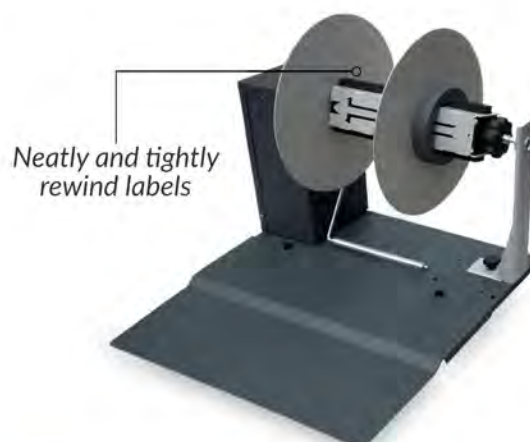
- » Color inkjet printing at up to 4800 dpi
- » Top print speed of 6"/sec
- » Print width of .5" to 8.25" (12.7mm to 209.6mm)
- » Print length of .5" to 24" (12.7mm to 609.6mm)
- » Large, individual ink cartridges for Cyan, Magenta, Yellow and Black



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.

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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 610 COLOR LABEL PRINTER	LX 910 COLOR LABEL PRINTER	LX 2000 COLOR LABEL PRINTER
				
Part #	74273	74541	74416	74461
Recommended Labels/Day	1 to 500	1 to 2,000	1 to 3,000	1 to 5,000
Label Types	Pre die-cut, continuous, and black marks	On-demand digital die-cut, pre die-cut, continuous and black marks	Pre die-cut, continuous, and black marks	Pre die-cut, continuous, and black marks
Maximum Media Width (Pre die-cut labels)	4.25"	5.125"	8.375"	8.375"
Maximum Print Width (Pre die-cut labels)	4.25"	5.00"	8.25"	8.25"
On-Demand Digital Die-Cutting	No	Yes	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.	4.0" / sec.	4.5" / sec.	6.0" / 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 - 74275 LX500c	Yes	Yes	Yes
Wired/Wireless Ethernet	No	No	No	Yes
Operating System Compatibility	Windows® 7/8/10+ or Mac OS X 10.9+	Windows® 7/8/10+ or	Windows® 7/8/10+ or Mac OS X 10.9+	Windows® 7/8/10+ or Mac OS X 10.9+

*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"	9.4"	12"+
Maximum Container Diameter/Height	8" diameter	8" diameter	8" high
Maximum Label Width	8.375"	8.375"	4.125"

Learn More About Primera's Label Solutions

visit www.primera.com



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 and AP-Series Label Applicators.

Primera distributes its products in more than 200 countries and territories with service and support for North America and South America from its headquarters in Plymouth, Minnesota. Canadian customers are serviced and supported through Total Solutions Inc. in Toronto, Canada. EMEA customers are serviced and supported from Wiesbaden, Germany, through DTM Print. Primera Asia Pacific, located in Hong Kong, serves customers in the Asia Pacific region.

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