

# Label Printers Label Applicators & Accessories

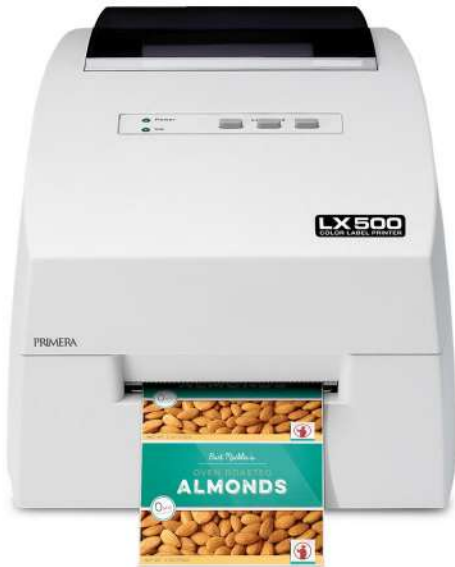


**PRIMERA**  
TECHNOLOGY, INC.

[www.primera.com](http://www.primera.com)

# DESKTOP COLOR LABEL PRINTERS

BRILLIANT, FULL-COLOR PRODUCT LABELS ON-DEMAND



## LX500 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 a guillotine-style label 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
- » Guillotine-style label cutter



## RX500 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](http://www.primera.com) for the full story

## 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
- » Single tri-color dye, pigment or CMY+ Ultra Black cartridges (ships with dye)
- » Pizza-wheel style label cutter

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

## 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
- » Single tri-color dye, pigment or CMY+ Ultra Black cartridges (ships with dye)
- » Pizza-wheel style label cutter



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



New dye-based ink formulation delivers deep black, sharp text, bright color and superior water-resistance especially when paired with white gloss BOPP material. Compatible with LX600, LX610 and LX910.

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## LX910 COLOR LABEL PRINTER

LX910 is the highest print quality color label printer ever developed by Primera. It uses a 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 0.75" to 8.25" (19mm to 210mm)
- » Print length of 0.75" to 24" (19mm to 610mm)
- » One ultra-high yield tri-color ink cartridge available in pigment or dye. Optional CMY+ Ultra Black cartridge is also available.



### 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

New CMY+ Ultra Black 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.



NEW

# LX3000

COLOR LABEL PRINTER

NOW WITH  
**BIG INK™!**



LX3000 is the newest, highest-quality label printer developed by Primera. LX3000 features an all-new tanked-ink system and print head for either dye or pigment ink. The tanked-ink system allows LX3000 to give a lower cost per print than any other printer.

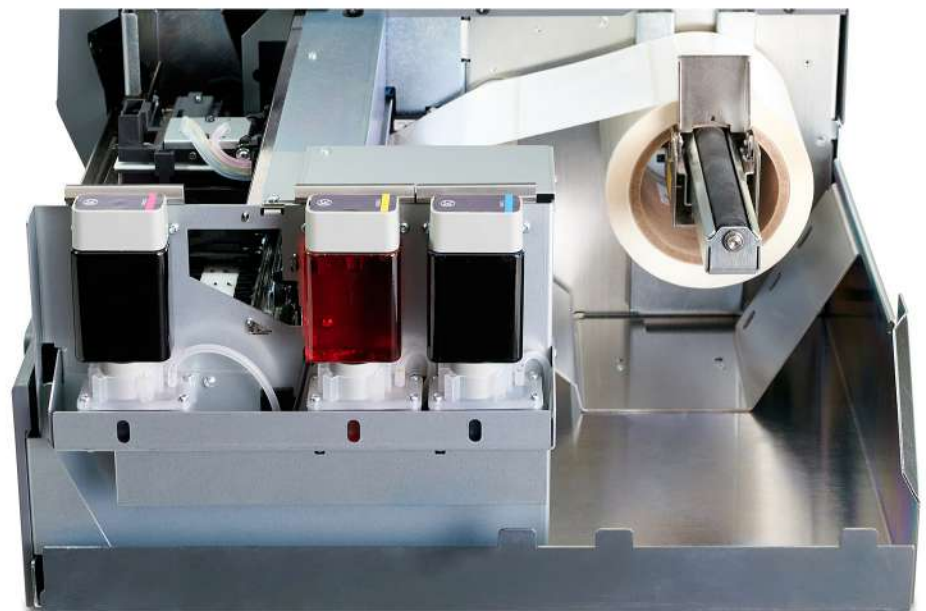
### LX3000 Features Include:

- » Color inkjet printing at up to 4800 dpi
- » Top print speed of 4.5"/sec.
- » Print width of 0.75" to 8.25" (19mm to 210mm)
- » Print length of 0.75" to 24" (19mm to 609mm)
- » Wired ethernet for network connections
- » Incorporates CMY+ Ultra Black ink for deep black, share text, bright colors and superior water-resistance with white gloss BOPP material and other approved substrates. Pigment ink is also available for superior UV resistance.

Large, separate ink tanks are chipped to track levels in PrintHub.



Separate CMY Tanked Ink is fed through tubing to the LX3000 print head



LX3000 prints on pre die-cut, continuous, and black mark labels.



# 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

## AP-CODE DATE CODER

The AP-CODE Lot and Date Coding Module connects seamlessly with the AP360 or AP362 Label Applicators to print dates, lot codes, and much more directly onto containers.

### Features Include:

- » Quick set-up and easy operation
- » Black solvent ink for durable printing
- » Prints on glass, plastic, metal, laminated labels, and more
- » Print length of 0.75" to 24" (19mm to 609mm)
- » Included touchscreen for entering data and configuring date and lot codes



*\*applicator not included*







## 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

	<b>LX 500</b> COLOR LABEL PRINTER	<b>LX 600</b>   <b>LX 610</b> COLOR LABEL PRINTER   COLOR LABEL PRINTER	<b>LX 910</b> COLOR LABEL PRINTER	<b>LX 3000</b> 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.)	4.5"/sec. (114mm/sec.)
Ink that Ships with Printer	Single Dye CMY	Single Dye CMY, ultra-high yield	Single Dye CMY, ultra-high yield	Separate CMY, Tanked Ink
Ink Type(s)	Dye	Dye, Pigment, or CMY+ Ultra Black	Dye, Pigment, or CMY+ Ultra Black	CMY+ Ultra Black Dye or Pigment
Built-in Cutter	Yes	Yes	Yes	Yes
Wired/Wireless Ethernet	No	No	No	Yes**
Operating System Compatibility	Windows® 7/8/10/11 or MacOS 10.11 – MacOS 12+	Windows® 7/8/10/11 or MacOS 10.11 – MacOS 12+	Windows® 7/8/10/11 or MacOS 10.11 – MacOS 12+	Windows® 7/8/10/11 or MacOS 10.11 – MacOS 12+

\*\*wireless adapter required

	<b>AP 360</b> LABEL APPLICATOR	<b>AP 362</b> LABEL APPLICATOR	<b>AP 550</b> 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 Other Primera Products

[www.primera.com](http://www.primera.com)

## RW-12 LABEL REWINDER

Neatly and tightly  
rewind labels



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.

## eddie<sup>®</sup> Edible Ink Printer



Print directly onto the surface of cookies, candies, and more!

Used by bakeries, candy makers, caterers, food service, event planners, and even amusement parks.



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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