



## News Release

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### **Primera presents its new LX910e Color Label Printer at All4Pack**

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

**WIESBADEN, GERMANY** (07 November 2018) – 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. Especially smaller manufacturers are in need of short- to medium-run, full-colour customised product labels as a way to increase their sales numbers. This is possible by making their products stand out through innovative packaging and labelling. It also allows manufacturers of all sizes to offer private labelled goods in smaller quantities, as the industry realized that personalised products are great sales tools that can increase the success of any 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 specialized digital colour printers, has successfully developed short to medium-run label solutions. Using intelligent technology Primera creates systems that can design, print and apply labels of any shape or size. Customers can choose from Primera's LX-series of inkjet desktop label printers or its AP-series of label applicators.

At **All4Pack**, held at Paris Nord Villepinte, France, November 26-29, 2018, Primera will present its digital label printing solutions to the international audience at the company **stand # 6 H 130**. Not only will Primera show their existing range of inkjet-based label printers like the bestseller LX2000e. They will also display its new LX910e Color Label Printer as well as the known series of semi-automatic labelling applicators, AP360e/ AP362e and AP550e.

**LX910e** is Primera's newest desktop colour label printer. The new technology makes it possible to print with dye and pigment ink all in one device by simply changing out an ink cartridge. Customers can choose dye ink for intense and eye-catching labels or pigment ink for the production of durable labels, which are highly resistant to water and UV light. The LX910e utilises one tri-colour cartridge with an integrated print head, simplifying maintenance, lowering operating costs and making clogged nozzles a no longer existing issue.

It can be used to print the best quality labels for foods, beverages like coffee and wine, bakery, confectionary, meat, cheese and other gourmet foods as well as for cosmetics and retail.

Primera's bestseller **LX2000e** features a built in "pizza-wheel" cutter, colour display, viewing window to see label stock levels as well as wired Ethernet or USB 2.0 and wireless connection options. Further benefits include large ink tanks for lower cost per label, fast print speeds and also pigment ink. That type of ink provides stronger resistance to UV light, chemicals, salt spray, abrasion and water, meeting the standards of BS5609, one of the most rigid durability qualifications in the world for printed output. This standard is required for producing GHS hazardous material labels.

Primera's **AP360e** and **AP362e** as well as the **AP550e** are the company's well known, semi-automatic label applicators. With the AP360e and the AP362e customers can apply pressure sensitive labels on any cylindrical and tapered container like bottles, cans, jars and tubes. While the AP360e is a base model that applies one single label at a time, the AP362e is the advanced version that can put two different labels to a single container. The AP550e makes it fast and easy to put labels on flat surfaces such as boxes, packages, bags, lids, tins and much more. Each model of the AP-series is designed to process fast and accurately with label application.

If you should not be able to attend the **All4Pack** in Paris, you still have the chance to find the complete product details on our website at <http://primeralabel.eu>. You can also follow Primera on Facebook at <http://www.facebook.com/primeraeurope> and on Twitter at <http://www.twitter.com/primeraeu>.

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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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