**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 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 0.75” to 24” (19 mm to 609.6mm)
» One high yield tri-color ink cartridge
» Optional built-in label cutter (LX500c)

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**LX500c Color Label Printer**

The LX500c maintains the capabilities of the LX500 while adding the functionality of a built-in guillotine-style cutter, ideal for printing and cutting full-color labels, barcodes, name badges, wristbands, and other types of narrow format output, all on-demand.

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**LX500 Customer Spotlight:**

**Brandon’s Best Allergen-Free Treats**

Printing short-run, professional-quality labels has never been easier for teenage founder Brandon. In his own words, “Whether I’m printing a quick recipe list or 300 labels for my top selling cookies, I know the LX500 can handle it all—and save money on just about everything.”

Visit www.primera.com for the full story
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” (19 mm to 210 mm)
» Print length of .75” to 24” (19 mm to 609 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.

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.

Under the Hood
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.

Visit www.primera.com for the full story

763-475-6676 | sales@primera.com | www.primera.com
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.

**RX500 Features Include:**

- Color inkjet printing at up to 4800 dpi
- Top print speed of 2.5"/sec
- Print width of .75" to 4.25" (19mm to 101.6mm)
- Print length of .75" to 24" (19mm to 609.6mm)
- One high yield tri-color ink cartridge

**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**

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**Why integrate RX500 in your system?**

- **Built-in UHF Reader/Encoder from Honeywell®**
  - Reliable, consistent reading and writing of RFID inlays

- **4800 dpi Print Resolution**
  - Produces true photo-quality output along with ultra-sharp text, full-color graphics and high-resolution linear and 2D bar codes

- **Single, High Capacity Ink Cartridge**
  - Allows you to simplify inventory management and print head maintenance

- **Adjustable Antenna Position and Variable Gain**
  - Allows radio signals to be perfectly read and encoded on a single label at a time with no overbleeding

- **Many Substrates Available**
  - Including water-resistant paper, polyester and polypropylene

- **Small Footprint and Light Weight**
  - Save desktop space and transport RX500 with ease

- **Compatible with Windows® 7/8x/10+**
  - Allows easy integration with industry standard and custom third-party software solutions
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 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

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].”

Visit [www.primera.com](http://www.primera.com) for the full story
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<thead>
<tr>
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<td>Label Types</td>
<td>Pre die-cut, continuous, and black marks</td>
<td>Pre die-cut, continuous, and black marks</td>
<td>Pre die-cut, continuous, and black marks</td>
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<td>Maximum Media Width</td>
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<td>Up to 4800 dpi</td>
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<td>Built-in Cutter</td>
<td>Yes - 74275 LX500c</td>
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<td>Yes</td>
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<td>Wired/Wireless Ethernet</td>
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<td>Operating System Compatibility</td>
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<td>Windows® 7/8/10+ or Mac OS X 10.9+</td>
<td>Windows® 7/8/10+ or Mac OS X 10.9+</td>
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*Added water and UV-resistant ink

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<tr>
<th>Labels Applied</th>
<th>1 at a time</th>
<th>2 at a time (front and back)</th>
<th>1 at a time</th>
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<td>Cylindrical</td>
<td>Flat or Tapered</td>
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<td>8.375&quot;</td>
<td>4.125&quot;</td>
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</table>
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.