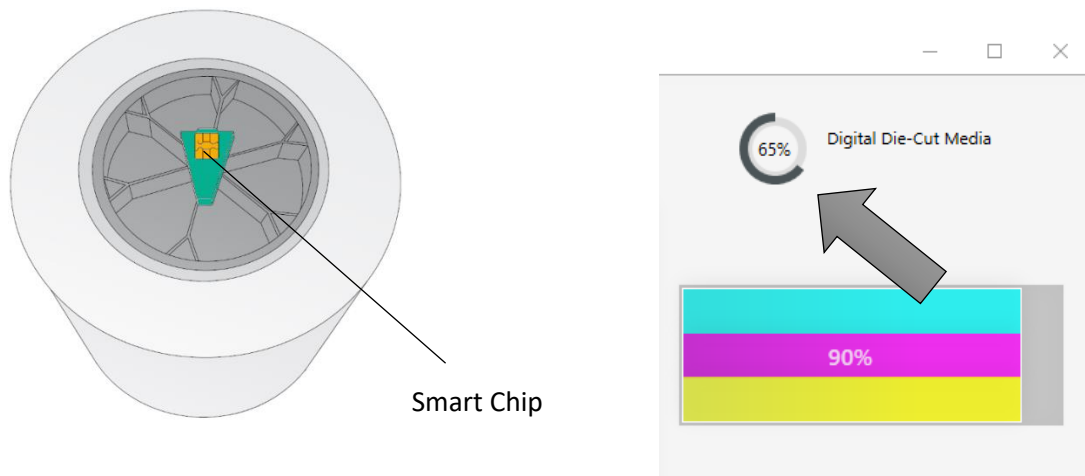


LX610 Label and Roll Specifications

Two types of media can be used.

- Digital Die-Cut Labels.** If you are using the printer to digitally die-cut your own shapes and sizes only Primera label stock can be used. This media comes from Primera with a smart chip that identifies the media, tracks the percentage remaining and automatically sets the sensor type to continuous. You will know it is installed when you see the Digital Die-cut Media percentage in the upper right corner of PrintHub. If you do not see this indication, the digital die cutter will not be enabled and you will not be able to cut shapes.



The following media types are currently available from Primera. We will be adding more as additional types are discovered, tested and validated.

SKU	Media	Description
057212	Gloss BOPP	Durable Synthetic Polypropylene Media, 150 ft
057211	Premium Gloss Paper	Premium Paper Media, 150 ft
057215	Magnetic Material	White Gloss Magnetic Media, 100 ft

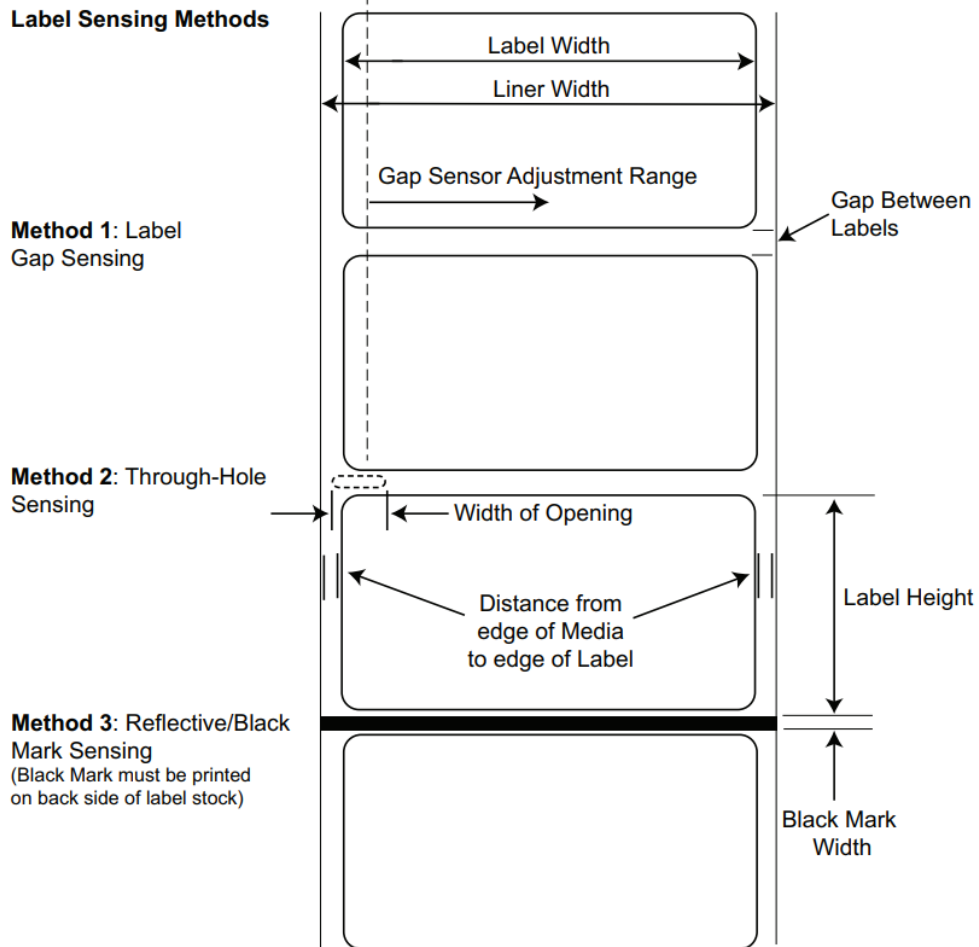
Other media cannot be used even if you take the chip from new/old Primera media for the following reasons:

- Old chips cannot be reused once they reach 0% remaining.
- Other media has liner that may be too thin. Liner on Primera media is specially created for our printer to prevent cut through to the wear strip
- The dust created from cutting through the inkjet printable topcoat can be excessive on some media. This can cause frequent print cartridge clogging and other problems.

- Pre Die-Cut Labels.** A wide variety of pre die-cut label stock can be used in the printer. This media has the shape already cut on the roll before you load it into the printer. These are

available from Primera or other companies. Refer to the specifications and settings below before ordering custom stock from Primera or any stock from other companies.

Important! Test all custom-made label stock with the intended printer before ordering large quantities! Primera will only assume responsibility for custom label stock ordered from Primera.



Note: See table below for Max and Min values in inches and mm.

	Max	Min
Label width	5" (127mm)	0.5" (13mm)
Liner/media width	5.125 (130.17mm)	2" (50.8mm)
Label height/length	12" (305mm)	0.5" (13mm)
Gap between labels	10" (253mm)	0.10" (2.5mm)
Width of through-hole	0.5" (12.65mm)	0.25" (6.325mm)
Gap Sensor Adjustment Range (from left edge)	2.05" (52mm)	0.40" (10.16mm)
Reflective/Black Mark Width*	N/A	0.1" (2.54mm)
Max Outer Diameter (OD)	6.0"(152.4mm)	N/A
Inner Core Diameter (ID)	3.0" (76.2mm)	3.0" (76.2mm)
Recommended Total Thickness (Liner + Label)**	.0010" (10 mil)	
Distance from edge of media to edge of label	Printer assumes 2mm (1/16") gap. However, this is adjustable via the left margin offset.	

* The Reflective/Black Mark should be opaque to infrared light. The mark should be between the labels. The end of the mark should correspond with the beginning of the label.

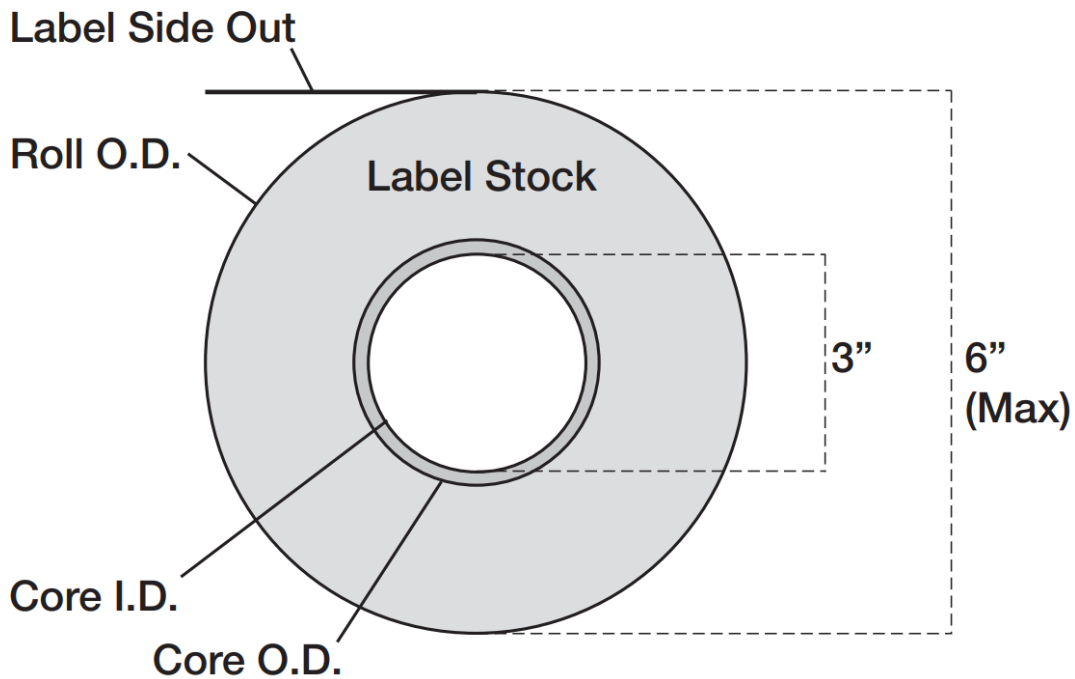
** This is the recommended maximum. There are two factors that determine whether the printer will accept any particular stock thickness.

1. The ability for the printer to pull the paper through the print area.
2. The ability for the sensor to read through the backing if the sensor is set to die-cut.

If you are printing in continuous or reflective label sensing mode number 2 does not apply. The fact that the printer must read through the backing in die-cut mode will limit the thickness much more than the printer's ability to pull the paper through the print area. However, if you adjust opacity level of the liner enough to allow the label to be seen by the stock sensor, the thickness will only be limited by the printer's ability to pull it through the printer area. For these reasons the weight or thickness of the liner is a variable that cannot easily be defined. Primera recommends and uses 40# liner with all Pre Die-Cut label stock.

It is important to test all label stock with the intended printer before ordering large quantities!

Roll Specifications:



Note on Label Orientation: If you are using an applicator to apply your labels, be sure to order label stock with the correct orientation for your applicator. For example, most applicators will apply the side of the label first, so you will want to print the labels sideways.

Digital Die Cut Media Notes: Even though the width of the media is 4.75 inches, the drive rollers on either side prevent printing in the areas indicated. The knurled rollers that bite into the media to drive it, damage the printable surface in this area. The actual printable area is 4.25 inches.

