

NEW!

LX 800

COLOR LABEL PRINTER



PRIMERA
TECHNOLOGY, INC.

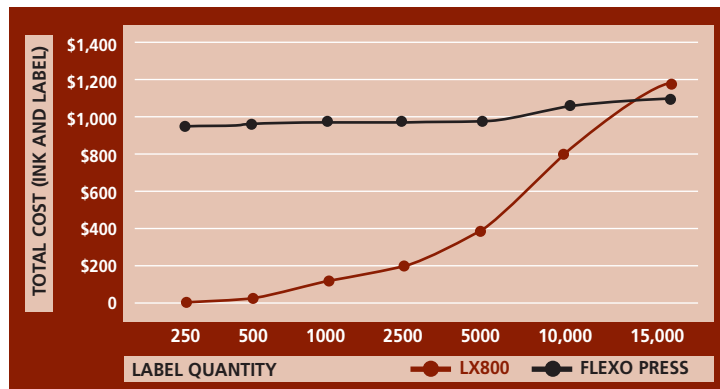
Introducing the LX800 Color Label Printer

Save Time and Money by Printing Your Own Short-Run Color Labels!

The LX800 utilizes the latest in high-resolution inkjet technology to print brilliant full-color product labels right in your office or production facility. With spectacular 4800 dpi print resolution and high throughput speeds, LX800 is simply the best industrial-grade color inkjet label printer ever made!

Your labels can include full-color photos, illustrations, graphics, text and bar codes. Print them when and where you need them – in quantities you can really use! Best of all, depending upon the quantity you print, the price per label will be significantly less than labels printed on flexo or offset.

COST COMPARISON



In addition, with the LX800 there's...

- No more long lead times
- No minimum order requirements
- No obsolete label inventory
- No plate and die charges



Professional-Quality Results

There's no need to settle for low-resolution color labels on your products. LX800's incredible 4800 dpi printing delivers results that far exceed virtually any other on-demand print method available today.

Six built-in print resolutions let you select the combination of print quality and speed that fits your application best. No matter which you choose, your labels are bright, colorful and professional. Creating labels takes just minutes on your Windows XP/2000 PC or Mac OS X, 10.2 or higher. You can mix any combination of text, graphics, photos, illustrations and even bar codes.

Easy to Use NiceLabel™ SE Design Software is included for your basic label design needs. You can also use most other graphics applications, such as Photoshop® and Illustrator®, giving you maximum flexibility and creativity in your designs!



Cosmetics Labels!

Many Applications

The LX800 produces gorgeous, professional-quality labels for all your short-run, specialty products. It is also perfect for a host of other uses such as proofing before going to press on longer runs. Test marketing. Contract manufacturing. Private label goods. Promotional labels. Full-color box-end labels with all the required bar codes. And much more!



Wine Bottle Labels!

A Wide Variety of Substrates – Including Water-Resistant Labels!



Water Bottle Labels!

LX800 prints onto many different label and tag materials, including inkjet coated high-gloss, semi-gloss and matte labels. Labels printed on high-gloss material are highly scratch- and smudge-resistant and virtually waterproof. This is a perfect solution for primary or box labels that can be exposed to water, rain and snow.

Labels can be as narrow as 0.75 inches and as wide as 8.25 inches. Maximum label length is 24 inches.

Get Up and Running Quickly

From initial set-up to full operation, the LX800 is easy to use. Plus, everything you need to start printing labels is included in the box. Each LX800 ships with NiceLabel™ SE design software, sample roll of high-gloss labels, color and black ink cartridges and USB cable. You'll be printing full-color labels within minutes of taking the printer out of its shipping box!



Save Time and Money on Short-Run Color Labels!



The Price/Performance Leader



Primera Technology is one of the world's leading manufacturers of specialty printers. We've built well over a million inkjet, thermal transfer and dot matrix printers throughout our history. So, you can be confident that your new Color Label Printer from Primera will give you years of reliable performance. Best of all, LX800 delivers truly professional results at an affordable price!

TECHNICAL SPECIFICATIONS

Print Method:	Inkjet
Print Resolutions:	4800 x 1200 dpi, 2400 x 1200 dpi, 600 x 600 dpi
Print Speeds:	Approximately 2" (51mm) per second for black Approximately 1.5" (38mm) per second for color + black Approximately 10" per second feed rate
Ink Cartridges:	Color (CMY) Black Dye-Based (Kd) Black Pigment-Based (Kp)
Colors:	16.7 million
Color Matching:	Z-Color™ Color Matching Software
Min. Print Width:	0.75" (19mm)
Max. Print Width:	8.25" (210mm)
Min. Print Length:	0.75" (19mm)
Max. Print Length:	24" (609mm)
Media Types:	Roll-fed pressure-sensitive labels, roll-fed tags
Media Sensing:	Moveable see-through sensor for die-cut labels; Reflective for labels and tags with black stripe; Continuous label stock; Preprinted label stock.
Supply Roll:	6" (152mm) maximum diameter on 3" (76mm) core
Ink Level Warning:	Calculates actual number of prints remaining based upon ink usage of graphics being printed (patent-pending)
Indicator Lights:	Power, Pause, Ink
Controls:	Pause, Feed, Stop/Cancel
Operating Systems:	Windows XP/2000 or Mac OS X, 10.2 or higher.
Data Interface:	USB 2.0
Recommended Minimum System:	For PC: Pentium® IV computer or better, 512MB RAM, 5GB free hard drive space, USB 2.0 (recommended) For Mac: 700 Mhz G4 or higher with 512MB RAM, 5GB free hard drive space, USB 2.0 (recommended)
Label Design Software:	NiceLabel™ SE Primera Edition included. Can also be used with most other popular label design software programs.
Electrical Rating:	12VDC, 5.0A
Power Requirements:	100-240VAC, 50/60 Hz, 60 watts
Certifications:	UL, UL-C, CE, FCC Class B
Weight:	29 lbs. (13.2 Kg)
Dimensions:	17"W x 9.1"H x 9"D (432mmW x 231mmH x 394mmD)

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