

# 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" (19 mm to 108 mm)
- » Print length of 0.25" to 24" (6mm to 610mm)
- » One high yield tri-color ink cartridge
- » Guillotine-style label cutter



Cosmetics

Food

Visitor Badges

Beer, Wine, and Spirits

### 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. Already included with LX3000.

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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.

## 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, sharp 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





	<b>LX 500</b> COLOR LABEL PRINTER	<b>LX 600</b> COLOR LABEL PRINTER	<b>LX 610</b> COLOR LABEL PRINTER	<b>LX 910</b> COLOR LABEL PRINTER	<b>LX 3000</b> COLOR LABEL PRINTER
					
<b>Recommended Labels/Day</b>	1 to 1,000	1 to 3,000	1 to 5,000	1 to 7,500	
<b>Label Types</b>	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	
<b>Maximum Media Width</b> (Pre die-cut labels)	4.25" (108mm)	5.125" (130mm)	8.375" (213mm)	8.375" (213mm)	
<b>Maximum Print Width</b> (Pre die-cut labels)	4.25" (108mm)	5.00" (127mm)	8.25" (210mm)	8.25" (210mm)	
<b>On-Demand Digital Die-Cutting</b>	No	Yes - LX610 only	No	No	
<b>Print Resolution</b>	Up to 4800 dpi	Up to 4800 dpi	Up to 4800 dpi	Up to 4800 dpi	
<b>Print Speed (up to)</b>	2.5"/sec. (64mm/sec.)	4.5"/sec. (114mm/sec.)	4.5"/sec. (114mm/sec.)	4.5"/sec. (114mm/sec.)	
<b>Ink that Ships with Printer</b>	Single Dye CMY	Single Dye CMY, ultra-high yield	Single Dye CMY, ultra-high yield	Separate CMY, Tanked Ink	
<b>Ink Type(s)</b>	Dye	Dye, Pigment*, or CMY+ Ultra Black†	Dye, Pigment*, or CMY+ Ultra Black†	CMY+ Ultra Black Dye or Pigment*	
<b>Built-in Cutter</b>	Yes	Yes	Yes	Yes	
<b>Wired/Wireless Ethernet</b>	No	No	No	Yes**	
<b>Operating System Compatibility</b>	Windows® 8/10/11 or MacOS 10.13 – MacOS 14 (Sonoma)	Windows® 8/10/11 or MacOS 10.13 – MacOS 14 (Sonoma)	Windows® 8/10/11 or MacOS 10.13 – MacOS 14 (Sonoma)	Windows® 8/10/11 or MacOS 10.13 – MacOS 14 (Sonoma)	Windows® 8/10/11 or MacOS 10.13 – MacOS 14 (Sonoma)

\* UV resistant ink    \*\* wireless adapter required    † most water-resistant ink



# DESKTOP LABEL APPLICATORS

SEMI-AUTOMATIC LABELING SOLUTIONS



## AP 360 LABEL APPLICATOR

AP360 Label Applicator is the perfect semi-automatic labeling solution 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 with variable spacing
- » Fast – labels are applied at 5.3” (135mm) per second – up to 1200 containers per hour



## AP 380 LABEL APPLICATOR

**NEW!**

AP380 Label Applicator is our newest, fastest, and most advanced label applicator for the precise labeling of cylindrical and tapered containers. This model features a built-in label liner rewriter and increased speed for the most efficient label application.

### Features Include:

- » Quick set-up and easy operation
- » Label liner rewriter
- » Store up to nine offsets with digital display pad
- » Accurately applies labels to the front and back with variable spacing
- » Fast – apply up to 1500 labels per hour



Label Liner Rewinder







## 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:

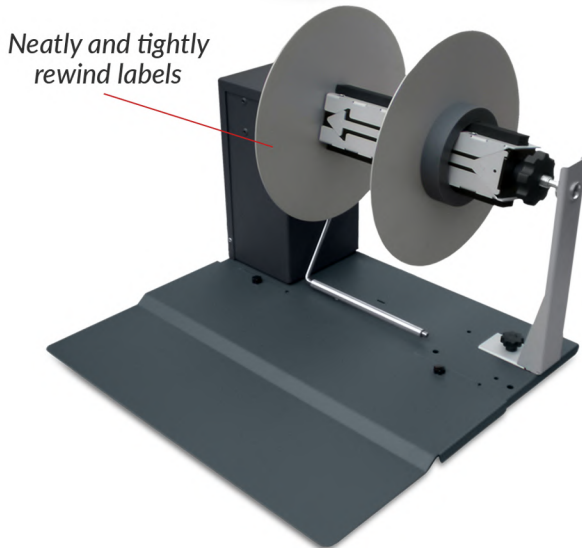
- » Quick set-up and easy operation
- » LED display with counter
- » Applies up to 500 labels per hour




## 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.

### Features Include:

- » Steel housing and base
- » Supports an 8.66" wide roll
- » Bi-directional rotation allows better performance with external feed printers.



	AP360 LABEL APPLICATOR	AP380 LABEL APPLICATOR	AP550 LABEL APPLICATOR
			
Labels Applied	1 at a time	2 at a time (front & back)	1 at a time
Types of Containers	Cylindrical	Cylindrical	Flat or Tapered
Labels/Hour (up to)	1200	1500	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)
Built-in Liner Rewinder	No	Yes	No

# Learn More About Other Primera Products

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

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

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

Used by bakeries, cottage bakers, candy makers, caterers, pastry chefs, event planners, and more.



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<sup>®</sup>, 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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Product warranty may be different in Europe and Asia.

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