Label Cost Comparison Guide – Overview

PRIMERA TECHNOLOGY EUROPE™

Primera Technology looks back to many years history of designing and manufacturing specialty color printers where printers have been sold in more than 222 countries. Primera has successfully developed short to medium-run solutions using both color inkjet and color laser technologies. Which one you choose depends upon your specific label production requirements. Following overview might help you make your decision:

Colour Inkjet: for Short-Run Label Printing

Primera's LX-Series Color Label Printers utilize the latest in thermal inkjet technology to produce full-colour product labels at up to 4800 dpi – about 240 times higher resolution than flexo – in up to 16.7 million colours.

Colour inkjet is typically better suited to short runs versus medium runs since ink capacities are lower and speeds are slower. However, print quality is not at all sacrificed. In fact, colour inkjet printing is among the best available of any competing technology.

Three colour inkjet label printers are available from Primera:

Model	Width	# of ink carts	Speed
LX400e	108mm (4.25")	1 (CMY)	Medium
LX900e	210mm (8.25")	4 (CMYK)	Fast
LX2000e	210mm (8.25")	4 (CMYK)	Very Fast

For quantities of just a few to hundreds of labels at a time, Primera's LX400e is an excellent choice. LX400e is affordable enough for virtually any business and prints labels up to 108mm (4.25") wide. If personalized labels in small quantities of different designs are needed, we suggest the LX400e.

Primera's LX900e Color Label Printer is up to 17 times faster than LX400e. LX900e prints up to 210mm (8.25"). It has separate dye or pigmented ink cartridges for each colour; saving money on every printed label. It is *suitable for all label designs but especially cost saving for designs that use more of one colour than another*.

The newest LX-Series printer, LX2000e, has *extremely fast print speeds* – up to 152.4mm (6") per second. With its industry-grade full metal case and *separate large pigmented ink tanks* the LX2000e has been designed especially for use in the most demanding environments that are typical in the manufacturing industry.

Labels printed on the LX-Series printers are not only glossy and highly professional looking, they're also scratch and smudge-resistant and with certain substrates highly water-resistant. *Printing barcodes is another essential advantage of the LX-Series*.

The combination of pigmented inks and various synthetic materials makes the labels highly water and UV resistant.

Just a few of possible applications include patient wristbands, labels for gourmet, organic or specialty food, personalized wines and spirits, honey and jams, frozen or refridgerated foods, beverages, cosmetics and personal care products, gift baskets, promotional labels, test marketing and more.

Colour Laser: for Medium-Length Label Printing

In case though you want to be *very flexible with your label sizes, formats and shapes,* another system of Primera's label range is necessary: Primera's CX1200e Digital Color Label Press prints at speeds of up to 5m (16.25 feet) per minutes – the fastest in its class.

Cost per print on CX1200e is also lower than with inkjet-based label printers. This extends the crossover point at which it is not only more convenient but also less expensive to print with a colour laser-based system versus traditional analog processes.

Advantages of Full-Colour Digital Printing:

» Faster turn-arounds
» Shorter runs of just a few labels to tens of thousands
» Elimination of plates, film and chemistry
» Photographic-quality output
» Opens up new markets
» Gives you greater flexibility
» Frees up other presses for longer runs
» Significantly reduces set-up and make-ready with no clean up
» Reduces waste

Primera's CX1200e is the leading product in the category of medium-length label printing. It allows companies to produce labels that rival the cost and quality of virtually any other process regardless of equipment cost.

But – labels printed on CX1200e and other similar digital presses *must be "finished" afterwards* by a secondary process. The finishing steps include die-cutting, optional laminating, slitting and rewinding to finished rolls. A variety of finishing options are available, most requiring the use of flexible or hard-tooled rotary or semi-rotary dies. A different type of finishing system utilizing digital die-cutting may be a better choice for companies who need maximum flexibility, low running costs and faster time-to market.

Until now, the main disadvantage of digital die cutting systems has been their slow production speeds. Primera has changed that with its FX1200e Digital Label Finishing System. *Finishing speeds of up to 6.1m per minute (20 FPM)* are accomplished with Primera's exclusive QuadraCut™ technology using up to four knife blades at a time across the web.

Putting the most professional colour labels possible on your products will set them apart from others. This is especially important for smaller manufacturers who can actually increase their sales by making their *products stand out through innovative packaging and labelling. It also allows manufacturers of all sizes to offer private label goods* in smaller quantities.

Label Cost Comparison Guide – Samples

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	CX1200e COLOR LABEL PRESS	LX2000e COLOR LABEL PRINTER	LX900e COLOR LABEL PRINTER	LX400e COLOR LABEL PRINTER
Cost per Label	0.49 ct	0.7 ct	1.99 ct	1.66 ct
Prints per Cartridge	C = 495,000	C = 53,861	C = 10,315	3,012 – Colour
	M = 165,000	M = 9,217	M = 2,919	
	Y = 495,000	Y = 25,675	Y = 8,619	
	K = 495,000	K = 102,944	K = 4,851	

	CX1200e COLOR LABEL PRESS	LX2000e COLOR LABEL PRINTER	LX900e COLOR LABEL PRINTER	LX400e COLOR LABEL PRINTER
Cost per Label	1.3 ct	1 ct	3.51 ct	2.89 ct
Prints per Cartridge	C = 165,000	C = 261,358	C = 3,415	1,729 – Colour
	M = 99,000	M = 14,285	M = 2,749	
	Y = 123,750	Y = 8,397	Y = 2,274	
	K = 99,000	K = 15,911	K = 3,627	

	CX1200e COLOR LABEL PRESS	LX2000e COLOR LABEL PRINTER	LX900e COLOR LABEL PRINTER	LX400e COLOR LABEL PRINTER
Cost per Label	3.3 ct	3.5 ct	8.63 ct	9.76 ct
Prints per Cartridge	C = 61,875	C = 20,232	C = 1,347	512 – Colour
	M = 49,500	M = 8,071	M = 1,342	
	Y = 38,076	Y = 1,628	Y = 615	
	K = 38,076	K = 8,154	K = 2,763	

	CX1200e COLOR LABEL PRESS	LX2000e COLOR LABEL PRINTER	LX900e COLOR LABEL PRINTER	LX400e COLOR LABEL PRINTER
Cost per Label	3.4 ct	4.7 ct	10.61 ct	11.18 ct
Prints per Cartridge	C = 49,500	C = 4,145	C = 871	447 – Colour
	M = 49,500	M = 11,817	M = 2,201	
	Y = 38,076	Y = 1,088	Y = 392	
	K = 49,500	K = 16,193	K = 4,920	

	CX1200e COLOR LABEL PRESS	LX2000e COLOR LABEL PRINTER	LX900e COLOR LABEL PRINTER	LX400e COLOR LABEL PRINTER
Cost per Label	3.5 ct	4.9 ct	11.33 ct	11.16 ct
Prints per Cartridge	C = 70,714	C = 13,127	C = 962	448 – Colour
	M = 38,076	M = 3,172	M = 774	
	Y = 38,076	Y = 1,356	Y = 516	
	K = 41,250	K = 7,332	K = 2,941	

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