



# Digital Label Presses and Finishing Systems



**PRIMERA**  
TECHNOLOGY EUROPE™

Mainzer Strasse 131, 65187 Wiesbaden/Germany

Tel.: +49 611 92 777-0

Fax: +49 611 92 777-50

[primeralabel.eu](http://primeralabel.eu) | [sales@primera.eu](mailto:sales@primera.eu)

# Label Printing made Easy!

## Simplified labelling process

### Traditional Labelling Process:

1. Design your label
2. Place an order
3. Label proof and changes
4. Outsourced label printing
5. Delivery time
6. Inventory (different label layouts)
7. Apply labels
8. Throw away unused labels



### Primera's Labelling Process:

1. Design your label
2. Print on-demand
3. Apply labels



Print your full-colour labels on-demand

## Various Substrates

### Your Choice:

- Maximum substrate flexibility with Primera Genuine certified laser substrates
- Precisely match your application requirements with the right substrate

### Your Advantages:

- High resolution full-colour labels
- Only print the number of labels you need; with no minimum quantities
- Skip delivery times and extra stock costs for different label layouts
- No label waste of labels after label design changes
- Print graphics, photos, text and barcodes



# Free Technical Support!

Contact Primera's support team via email at [support@primera.eu](mailto:support@primera.eu), by phone at +49 611 92777-0 or use the online live chat on our website [primeralabel.eu](http://primeralabel.eu). This service is free for all our customers.

## Your preferred size and shape

### Design Freedom:

- Complete your production with this reliable, professional-grade finishing equipment
- „All-in-one“ off-line solution that produces rolls of finished labels within minutes
- Laminate, digital die-cut, remove waste-matrix, slit and rewind labels to finished rolls
- Perfect companion to a variety of narrow-web digital output devices, including colour laser and inkjet technology



## Your printed labels



## Your labelled products

### Applications:

- Speciality, organic and gourmet foods
- Wineries, breweries and distilleries
- Coffee roasters and specialty teas
- Cosmetics and personal care products
- Nutraceuticals and vitamins
- Private labelling
- Chemicals and cleaners
- GHS labelling
- And more





# Digital Label Printing

## Make new profits with the reliable, affordable Primera CX1200e Color Label Press.

Digital full-colour label printing has a wealth of significant benefits. But until now, digital label presses have been an expensive investment in both time and money.

That's why Primera developed its CX1200e Digital Label Press. CX1200e delivers all of the most important benefits of high-end digital colour label presses but at a fraction of the cost.



## Exceptional Print Quality

CX1200e utilises one of the fastest and highest resolution colour laser engines available. With its incredible 2400 dpi print resolution, the labels you produce will be as good as – or even better than – labels produced on digital presses costing hundreds of thousands of euro. Colours are bright and vibrant. Text is sharp. Bar codes and graphics are of the highest quality.

For precise colour control Pantone®-approved colour support is included. Additional profiles for various substrates are available.

## Impressive Performance

Print speed is 5 meters per minute. You can print up to 500m at a time, which nominally equals a 305mm diameter roll.

## Perfect Rewinds

Primera's exclusive IntelliTorque™ tensioning control system continuously monitors tension across the web. It uses this feedback to apply variable torque on the rewind mandrel. You'll get perfect, tightly wound rolls every time. IntelliTorque is a first in this category of digital label presses.

## ADVANTAGES OF PRODUCING LABELS IN-HOUSE ON THE CX1200e COLOR LABEL PRESS AND FX1200e DIGITAL FINISHING SYSTEM:

- » Lower cost per label = higher profits
- » Fast and flexible
- » React quickly to market changes
- » Superior print quality
- » Simple operation – includes software that matches your workflow
- » Opens up new markets
- » Supports roll and sheet fed input

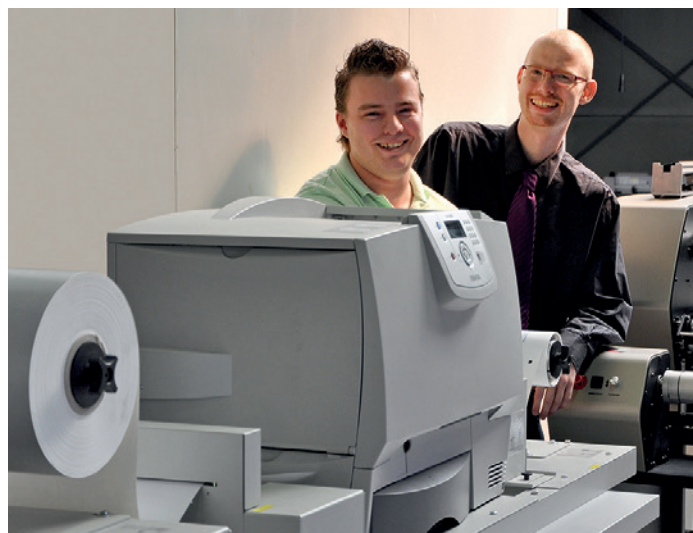
## New Profit Opportunities

The CX1200e opens a whole new world of profit opportunities. Photo-quality, full-colour labels are increasingly in demand. Digital printing is the clear answer to satisfy this growing need while making impressive new profits for you.

## Simple Operation

From initial set-up through running big jobs, you'll find that CX1200e is one of the easiest pieces of equipment to operate that you own.

If you'd like additional help getting started, we offer free operator training at our offices in the USA, Europe and Asia Pacific.



Erik & Dennis van der Lingen (Dacar Digital Printing)

# CX1200e Close-Up

Flat screen LCD mounting bracket (LCD monitor and PC are not included)

LCD display allows operator to monitor print engine alerts

Powered unwind station with quick-change chuck

Colour laser print engine with best-in-class 2400 dpi print resolution

IntelliTorque Tensioning Control System – ensures consistently tight rewinds

Fuser

Powered rewind station with quick-change chuck

Rotary cutter for perfect end-of-job cuts



Bench with built-in lockable storage (optional)

## The Best Digital Label Printing Solution

Whether you already own a high-end digital label press or are just getting started, CX1200e is the best short to mid-run digital label printing solution you'll find anywhere near its price.

# Set-Up and Operation

## Advanced Inks and Cartridges

Primera's micro-fine dry toner-based inks have been formulated for substrate flexibility, robustness and low running costs. Abrasion and UV resistance is among the best in the industry.

The four extra high-capacity toner cartridges are easily replaced in just seconds from the front of the unit. An integrated memory chip assigns each cartridge with a serial number and keeps track of precisely how much toner remains. This lets you select exactly the right cartridges for the number of labels and the ink coverage you need to print. You'll never run out of ink in the middle of a job. You'll also utilise all of the toner in each cartridge, saving you money.

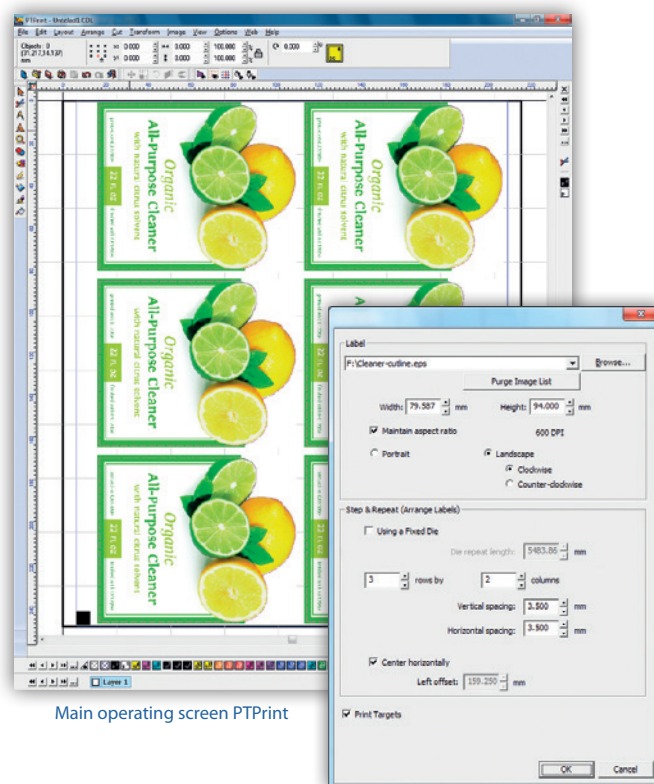


## Software that Matches Your Workflow

CX1200e comes equipped with Primera's PTPrint™ 8.0 for Windows® production software. This powerful yet easy-to-use software works the way you do, helping you to run your jobs in the most efficient manner possible.

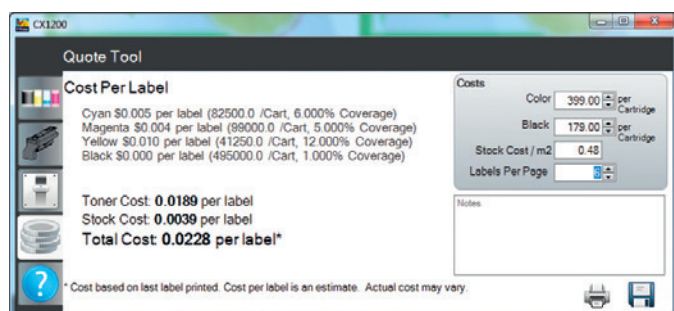
### Features include:

- » Importing of virtually all popular file formats: .jpg, .png, .eps, .tif, .bmp, .pcx, .pcd and more
- » Instant customer proofs
- » Estimating job costs
- » Calculating toner and substrate use through the PTPrint Status Monitor utility
- » Step-and-repeat
- » Printing of timing marks for use with off-line finishing equipment
- » Upgradable batch printing is available

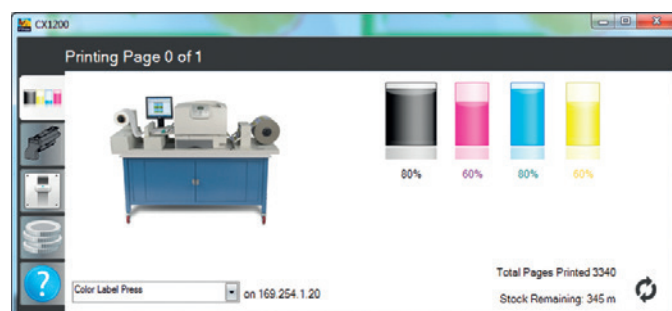


Main operating screen PTPrint

Import and "step-and-repeat"



Job costing



Status monitor



# Various Substrates

To produce exceptional product labels for your application you not only need advanced print technology such as that integrated in Primera's CX1200e, but you also need high-quality substrates.

From pressure-sensitive papers to white and clear polyesters and more, CX1200e gives you maximum substrate flexibility. A wide range of approved matte, semi-gloss and high-gloss materials are available, allowing you to precisely match your substrate requirements. You can even print on speciality substrates such as magnetic sheeting and woven fabrics. For technical data sheets visit [supplies.primera.eu](http://supplies.primera.eu).

## Primera Genuine Laser Substrates

Reorder no.	Material	Face/Finish	Colour
L312RHG216390HIS	Primera Paper High Gloss	cast-coated, wood-free, mirror-like gloss finish	white
L312RSG216330	Primera Paper Matte	wood-free machine finished paper	white
L312RMPW216	Primera Paper Multiprint White	surface-size, wood-free SC-paper	white
L312RPWG216370	Primera Poly White Gloss	white, gloss coated heat stabilised polyester film	white
L312NNPWG216HIS	Primera Poly PET White Gloss	topcoated white gloss PET film	white
L312RPWM216330	Primera Poly White Matte	white, heat stabilised, matt coated polyester film	white
L312RPTG216370	Primera Poly Transparent Gloss	transparent, gloss coated heat stabilised polyester film	clear
L312NNPTG216HIS	Primera Poly PET Transparent Gloss	topcoated clear gloss PET film	clear
L312RPTM216	Primera Poly Transparent Matte	transparent, matt coated heat stabilised polyester film	clear
L312RAW216	Primera Paper Antique White	wood-free, narrow-ribbed, light-coloured, machine-finished	white
L312RAC216	Primera Paper Antique Cream	wood-free, narrow-ribbed, light-coloured, machine-finished	cream
L312NNWC216HIS	Primera Paper Wine Cream	laid textured surface, wood-free matt uncoated paper	cream
L312RKB216	Primera Paper Kraft Brown	standard-ribbed, machine-glazed, long-fibre resinous pulp	brown
L312RPSG216	Primera Paper Satin Gold	single-sided, lacquered wood-free paper	gold
L312RPSS216	Primera Paper Satin Silver	single-sided, lacquered wood-free paper	silver
L312RSILV216	Primera Paper Silver Gloss	glossy, paper-based metallised	silver

## To Each His Own

### Primera Paper

White smooth bright laser coated paper label with a glossy, semi glossy or matte finish. Specifically designed for applications requiring eco-friendly, natural-looking and cost-efficient labels.

### Primera Poly

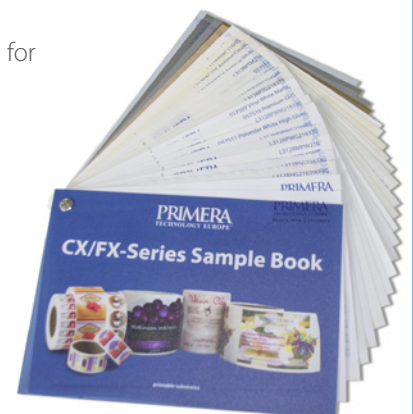
White or clear bright laser coated poly label with a shiny or matte finish. Specifically designed for applications requiring water-resistance with brilliant photo-realistic quality and full-colour graphics. Poly is also highly resistant to abrasion and tearing as well as to semi-harsh chemicals.

### Primera Paper Special Textured

White or cream textured laser coated paper label with a matte finish. Specifically designed for applications, where an authentic, natural or ecological look is desired. It offers good water-resistance in ice bucket immersion.

### Primera Paper Special Colour

Silver, gold or brown laser coated paper label with a shiny or matte finish. Specifically designed for eye-catching and decorative labels for promotional and decorative use.



# Digital Label Finishing

## Digital Label Finishing Has Never Been This Fast, Easy and Affordable!

Until now, digital label finishing has been expensive, complicated and not particularly well-refined. That changes with Primera's FX1200e Digital Finishing System!

This innovative new machine is ready to meet the demands of converters and manufacturers who need reliable, professional-grade finishing equipment to complete their digital label production. FX1200e is an "all-in-one" off-line solution that produces rolls of finished labels by a variety of narrow-web output devices.

## Touch Screen Controls

All set-up and operation is controlled through an integrated touch screen PC. Most jobs take only a few minutes to set up and start running. You can easily adjust job parameters "on-the-fly" due to the significant built-in processing power and on-board memory – a unique feature in this category of digital finishing systems. The wide-screen colour LCD display is easily visible in many different lighting conditions.



Robert Tison (Imprimerie Souquet)

## Cut Any Size or Shape without Dies

Instead of hard-tooled or flexible steel dies, FX1200e utilises digitally-controlled tungsten carbide steel knife blades. With FX1200e you'll never have to buy a die or wait for it to be made and delivered. Your turnarounds will be faster and the time and cost savings are significant.

Finishing speeds of up to 6 meters per minute are accomplished with Primera's exclusive QuadraCut™ technology (patent pending).

## QuadraCut™ by Primera

QuadraCut can use up to four knife blades at a time across the web. This feature dramatically increases throughput compared to systems that have just a single blade.

You can cut virtually any size or shape from various pressure-sensitive substrates, including matte and gloss paper, polyester, polypropylene and more.

## A Complete Digital Solution

FX1200e is the perfect companion to a variety of narrow-web digital output devices, including Primera's best-selling CX1200e Color Label Press (colour laser technology).

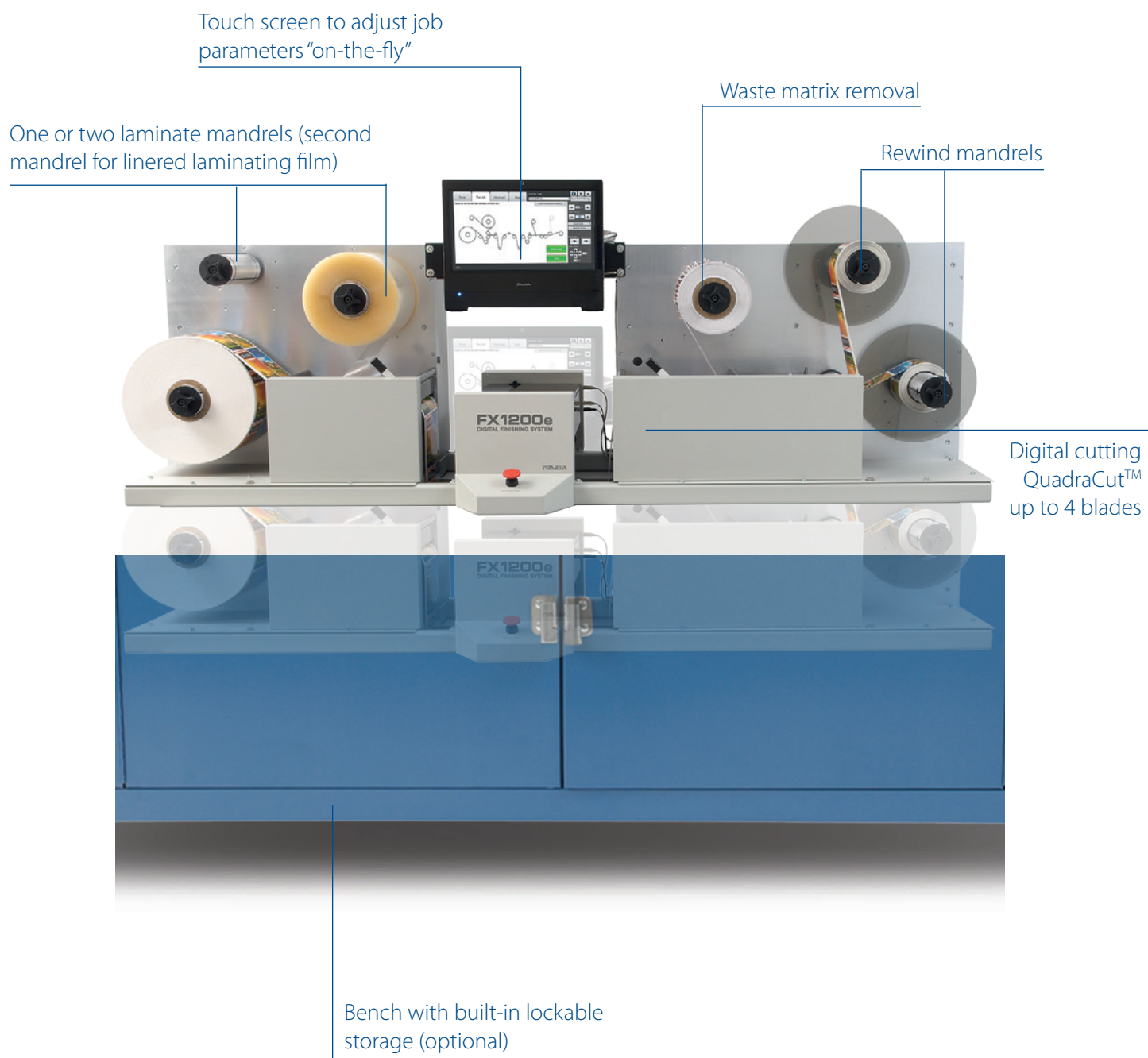
With Primera's digital printing and finishing equipment, you get a complete digital label printing and finishing solution from a single vendor at a new, breakthrough price.



Kristina Norrmann & Christer Persson (Printikett AB)



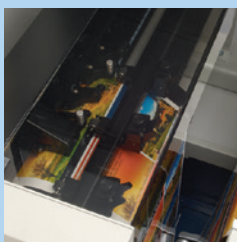
# FX1200e Close-Up



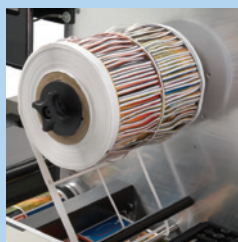
With FX1200e, you'll be able to quickly and easily perform all of these label finishing steps in a single, integrated and automated process:



Laminating



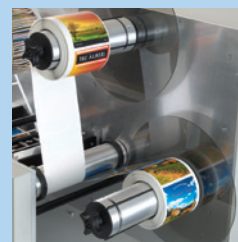
Digital die-cutting



Waste matrix removal



Slitting



Rewinding to finished rolls

# Colour Management Software



## Colour Matching Software Solution for CX1200e/FX1200e by ColorGATE

ColorGATE's core product, Productionserver, is a modular and scalable RIP, workflow and colour management software. It is used daily around the globe by thousands of digital imaging users and also supports Primera's CX1200e Digital Printing and FX1200e Finishing System.

Productionserver 10 (PS10) features increased RIP speed through parallel tasks processing, excellent colour management and fast profiling, optimal colour replication and consistent reproduction.

Another highlight is the Ink Saver technology, which can reduce ink costs by up to 30% without any visual losses in quality. Ink Saver technology uses special device link profiles to optimise colour composition. This technology reduces the CMY portions in the motif and replaces them with a greater proportion of black, which significantly reduces the overall quantity of ink used and ultimately also reduces the toner costs of the CX1200e.

## Productionserver 10 Select for Digital Label Roll Printing and Finishing

For CX/FX users ColorGATE put together a PS 10 package based on "PS 10 Select", which is the powerful, budget-minded entry-level solution that contains all needed features for the use with CX1200e and FX1200e. As PS 10 Select is modular in design it allows you to add additional modules at any time to meet new needs.

### Productionserver 10 Select enables:



#### Collective Job (Nesting)

Combine several print jobs into one collective job (nesting). Afterwards they can be arranged either optimised for cutting or optimised for material savings.



#### Tiling Function

Segmentation of very large, over-sized graphics and images on the screen into separate segments.



#### Color Replacement

Replace colours and spot colours (automatically or manually) with direct measurement device integration and any input colour or colour range (RGB, CMYK, spot) with CMYK and L\*a\*b\* colours.



#### Linearization Assistant

This wizard creates printer and media specific linearisation to ensure reliable colour reproduction.



#### Media Device Synchronisation (MDS)

Enables you to revert your CX1200e to a reference state. Additionally a fine adjustment of several CX1200e is possible in the event of system or environment related deviations. All CX1200e label printers can be matched in a way that identical results are possible.



#### Gamut Viewer

Enables impressive 2D and 3D comparisons of different colour spaces. It helps you and your customer to understand, which print colours are possible with Primera's CX1200e.



#### Ink Saver

This feature reduces ink costs by up to 30%, stabilises the printing process, improves the grey balance and shortens drying times.



#### Profiler Module (PFM)

Enables comfortable, assistant-guided creation of professional ICC profiles. No matter what label material you choose, you can create the right ICC profile for it.



## Print and Cut Module (PCM)

The PCM synchronises the CX1200e printing and FX1200e cutting.



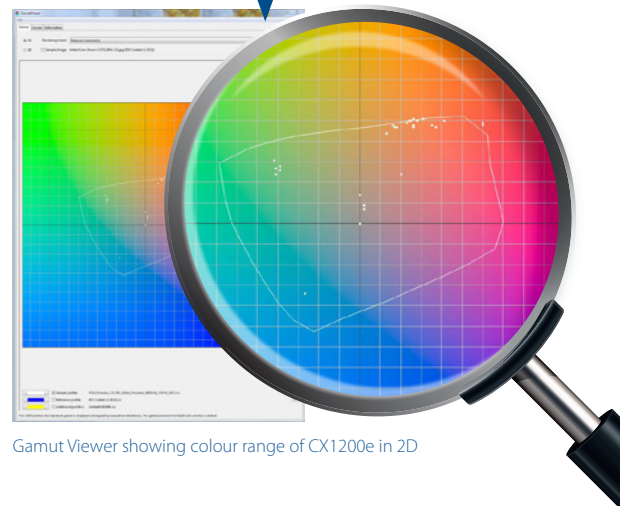
## Latest Adobe PDF Print Engine (APPE)

Included for a smooth end-to-end, highly automated PDF workflow. It provides many advantages in PDF data handling and colour management.



## 5 Active Hotfolders

Allows fully automated output according to predefined settings and the cross-platform processing of print jobs. More hotfolders can be added as needed at any time.



Gamut Viewer showing colour range of CX1200e in 2D

Print queue

Preview

Job settings

Workflow

Set specific automation parameters

Printer

Set media size, roll specifications and FX1200e parameters

Job

Set job related parameters, such as multiple copies/output, label size, alignment or space between copies

Color

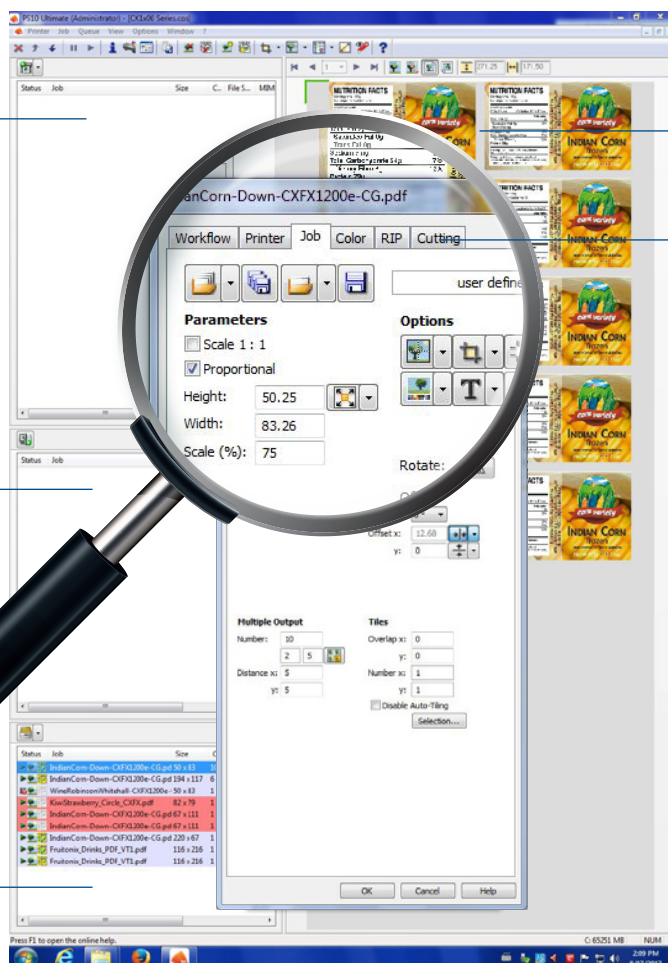
Set media profiles and colour replacement

RIP

Enhance 16-bit rendering options, set optional parameters for PDF, Postscript and bitmap

RIP queue

Job queue



Productionserver 10 Select user interface

For more information visit  
[colorgate.com](http://colorgate.com)



# Technical Specifications

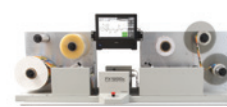
## CX1200e COLOR LABEL PRESS



Print speed:	83mm/second; 5 meters/minute
Print method:	Colour laser
Display:	4-line, 160 x 64 pixel, backlit gray-scale display
Printer processor:	800/133 MHz
Media width:	216mm
Print width:	Up to 203mm
Max. Print Length (Max. Label Length):	Up to 610mm
Media Length:	Up to 500 Meters per 305mm outer diameter roll of self-adhesive label stock (includes face sheet, adhesive and liner)
Substrate types:	Self-adhesive paper label stock and approved films
Printing quality modes:	1200 dpi x 600 dpi, 1200 dpi x 1200 dpi, 2400 dpi x 600 dpi
Ink supplies:	CMYK 4-colour printing (Cyan, Magenta, Yellow, Black); 16,500+ extra high-yield cartridges (rated according to ISO/IEC 19798 guidelines, equals approx. 4950 meters according to ISO/IEC 19798)
Software:	PTPrint™ 8.0 RIP Software for Windows; Pantone-approved colour support; Easy to use graphical user interface
Input system:	Input roll maximum diameter: 305mm (12"); Core inside diameter: 76mm (3"); IntelliTorque Tension control system with automatic paper feed; Maximum input roll weight: 20 kg
Output system:	Output roll maximum diameter: 305mm (12"); Core inside diameter 76mm (3"); IntelliTorque Tension control system; Maximum output roll weight: 20 kg
Operating system:	Windows XP/7, 32-Bit
System recommendations:	» Intel® Pentium®-based PC or compatible, 2GHz processor or higher » 2GB RAM or higher » 50GB or more free hard drive space » VGA video display of 1024x768 or higher » Available 100/1000 Ethernet port
Dimensions:	Without bench: 193cmW x 56cmH x 56cmD With bench: 193cmW x 144cmH x 76cmD
Weight:	Without bench: approx. 116 kg With bench: approx. 207 kg
Operating environment:	Temperature: 20 to 23°C Humidity: 40 to 55% relative humidity Altitude: 0 – 2000 meters
Power consumption:	220-240 VAC, 50/60 Hz Stand by (idle): 35 watts, max. peak: 1050 watts
Certifications:	CSA, ICES Class A, BSMI Class A, VCCI Class A, FCC Class A, UL 60950-1, IEC 60320-1, CE Class A, CB IEC 60950-1, IEC 60825-1, GS (TÜV), SEMKO, UL AR, CS, TÜV Rh, C-tick mark Class A
Warranty:	One year parts and labour. Usage limitations may apply.
Options:	Extended warranty Bench with built-in lockable storage Memory and software upgrade for batch label printing

For detailed information on what digital label printing and finishing can do for you and your business as well as a printed and finished sample roll of your labels at no cost or obligation call +49 (0) 611 92777-0 or email [sales@primera.eu](mailto:sales@primera.eu).

## FX1200e DIGITAL FINISHING SYSTEM



Input roll max. diameter:	305mm
Output roll max. diameter:	305mm
Minimum web width:	114mm
Maximum web width:	216mm
Maximum die cutting width:	203mm
Minimum slitting width:	25mm
Minimum label length:	6mm
Maximum label length:	610mm
Throughput speed:	Up to 102mm/second; 6 meters/minute
Controls:	15.6" (diagonal measure) LCD touch screen, 16:9 wide panel, 1366 x 768 pixels; Emergency stop switch
Number of cutting knives:	1 to 4
Number of slitting blades:	1 to 7
Cutting technology:	Tungsten carbide pivoting knives
Cut file protocol:	HPGL
Optical sensing:	Dual two-zone
Cut speed (max. diagonal):	Up to 287cm/second when using four knife blades
Processor:	Intel® Atom™ 330 1.6GHz
Memory:	1GB DDR2
On-board storage:	160GB SATA 2.5" HD
Data interfaces:	USB 2.0, 10/100/Gigabit Ethernet, Wireless 802.11 b/g/n, USB memory stick
Dimensions:	198cmW x 76cmD x 142cmH
Weight (estimated):	226 kg
Power consumption:	100-240 VAC Stand by (idle): 50 watts, max. peak: 130 watts
Agency certifications:	UL, UL-C, CE, FCC Class A
Warranty:	One year parts and labour. Usage limitations may apply.
Options:	Lamination liner waste mandrel Extended warranty Cleaning brush kit

## Productions server Select



Languages:	Chinese (simplified, traditional); English; Finnish; French; German; Greek; Italian; Japanese; Korean; Portuguese; Russian; Spanish. For following languages only a basis localization is available: Danish; Dutch; Norwegian; Polish; Thai
Installation and operation:	DVD drive for installation required; USB port for dongle required; LAN adapter, TCP/IP for network access required
Operating systems (32-Bit/64-Bit):	Microsoft Windows Vista (Business, Ultimate); Microsoft Windows 7 (Professional, Enterprise, Ultimate); Microsoft Windows 8 (Pro, Enterprise); Microsoft Windows 10 (Pro, Enterprise); Microsoft Windows Server 2008; Microsoft Windows Server 2012
Minimum hardware requirements:	CPU: Intel Pentium 4 / AMD Athlon 64 3 GHz; RAM: ≥4 GB; Free disk space: 10 GB; Display resolution: 1280 x 1024
Interfaces:	Parallel, Ethernet, TCP/IP, USB, Serial, FireWire, TWAIN
Supported file formats (Halftoning):	BMP, TIFF, JPG, PSD and further common raster formats; Postscript 3, PDF 1.7, PDF/X-1a, EPS, DCS 2.0 Output of PDF/X-4 and PDF/X-5 files (APPE option recommended; embedded output intents useable with Proofgate Module PGM); Separated PDF data; Output of PDF/X-3 files; Selection of page and document region possible

**PRIMERA**  
TECHNOLOGY EUROPE™

Mainzer Strasse 131  
65187 Wiesbaden/Germany  
tel.: +49 (0) 611 92777-0  
email: [sales@primera.eu](mailto:sales@primera.eu)  
web: [primeralabel.eu](http://primeralabel.eu)