Digital Label Printing

Make new profits with the reliable, affordable Primera CX1200 Color Label Press.

Digital full-color 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 new CX1200 Digital Label Press. CX1200 delivers all of the most important benefits of high-end digital color label presses but at a fraction of the cost.

Exeptional Print Quality

CX1200 utilizes one of the fastest and highest-resolution color 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 dollars. Colors are bright and vibrant. Text is sharp. Bar codes and graphics are of the highest quality.

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

Impressive Performance

Print speed is 16.25 fpm (5m). You can print up to 1250' at a time, which nominally equals a 12" diameter roll.

ADVANTAGES OF PRODUCING LABELS IN-HOUSE ON THE CX1200 COLOR LABEL PRESS AND FX1200 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

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.

Many Substrates

From pressure-sensitive papers to white and clear polyesters and more, CX1200 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 specialty substrates such as magnetic sheeting, vinyls and woven fabrics.

APPLICATIONS:

» Specialty, organic and gourmet foods and beverages
» Wineries, breweries and distilleries
» Coffee roasters and specialty teas
» Cosmetics and personal care products
» Nutriceuticals and vitamins
» Private labeling
» And more

CX1200
COLOR LABEL PRESS

1. Powered unwind station with quick-change chuck

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

3. Rotary cutter for perfect end-of-job cuts

4. Color laser print engine with best-in-class 2400 dpi print resolution

5. LCD display allows operator to monitor print engine alerts

6. Fuser

7. IntelliTorque Tensioning Control System —ensures consistently tight rewinds

8. Powered rewind station with quick-change chuck

9. Bench with built-in lockable storage optional

Digital Label Printing

Simple Operation

From initial set-up through running big jobs, you'll find that CX1200 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, Asia Pacific and Latin America.

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 utilize all of the toner in each cartridge, saving you money.
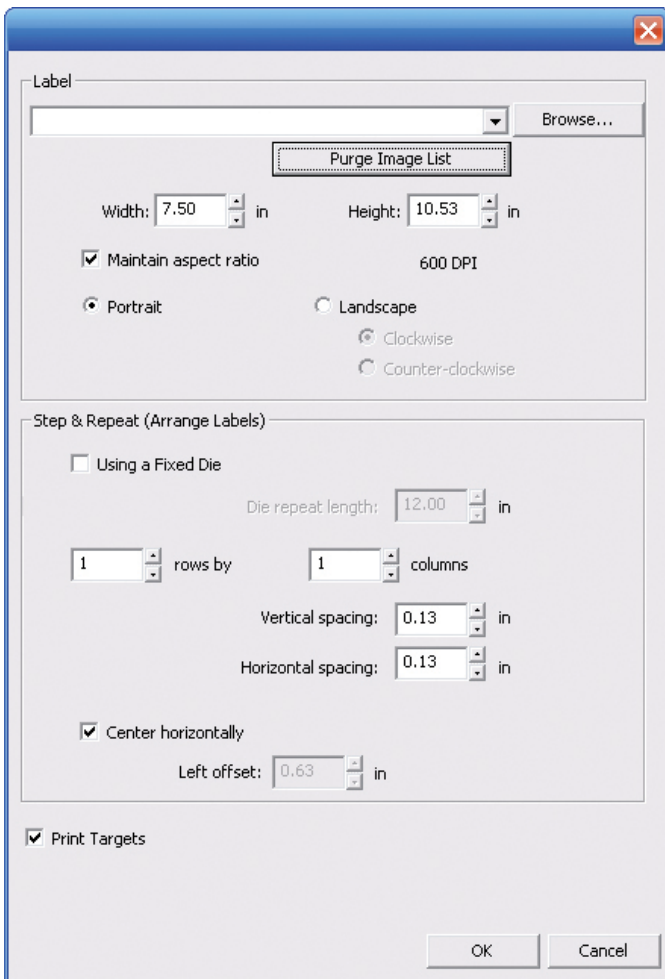
New Profit Opportunities

The CX1200 opens a whole new world of profit opportunities. Photo-quality, full-color labels are increasingly in demand.

Digital printing is the clear answer to satisfy this growing need while making impressive new profits for you.
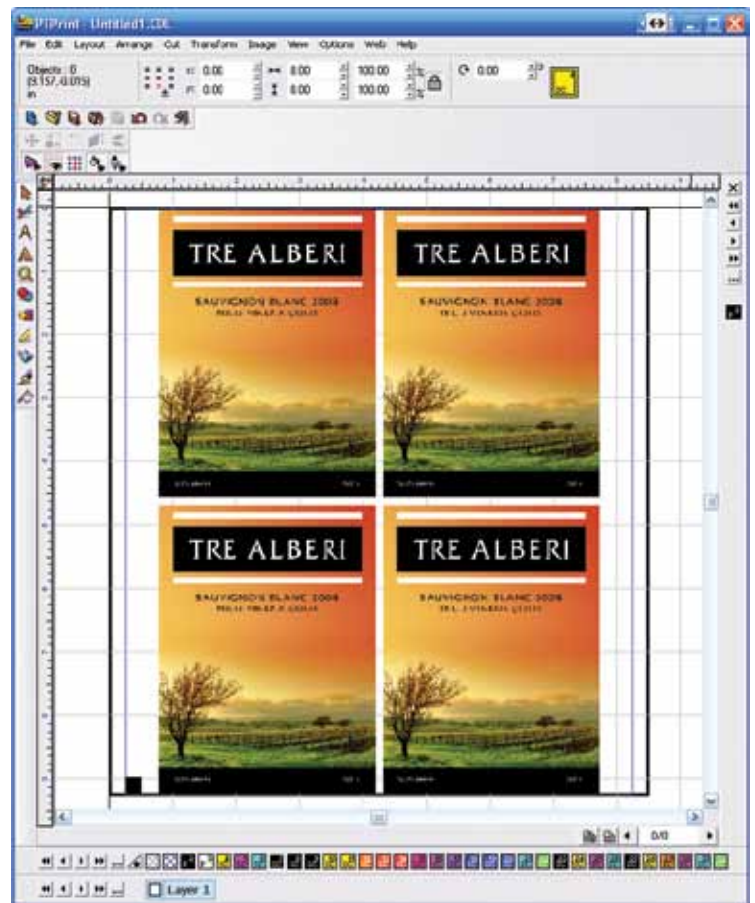
Software that Matches your Workflow

CX1200 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
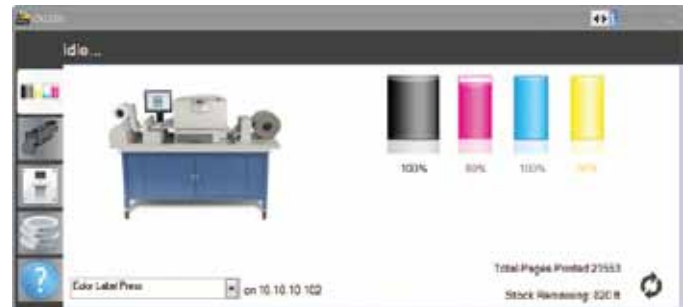» Upgradable batch printing is available

Import and "step-and-repeat"

Main operating screen

Job costing

Status monitor

The Best Digital Label Printing Solution

Whether you already own a high-end digital label press or are just getting started, CX1200 is the best short to mid-run digital label printing solution you'll find anywhere near its price.

CX1200
COLOR LABEL PRESS

Print speed:	3.25"/second (83mm/second); 16.25 feet/minute (5 meters/minute)
Print method:	Color laser
Display:	4-line, 160 x 64 pixel, backlit gray-scale display
Printer processor:	800 / 133 MHz
Media width:	8.5" (216mm)
Print width:	Up to 8.00" (203mm)
Print length:	Up to 1250 feet (381 meters) per 12" (305mm) 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 x 600 dpi
Ink supplies:	CMYK 4-color printing (Cyan, Magenta, Yellow, Black); 15,000 page extra high yield cartridges; (Rated according to ISO/IEC 19798 guidelines)
Software:	PTPrint™ 8.0 RIP Software for Windows®; Pantone-approved color support; Easy to use graphical user interface
Input system:	Input roll maximum diameter: 12" (305mm); Core inside diameter: 3" (76.2mm); IntelliTorque Tension control system with automatic paper feed; Maximum input roll weight: 45 lbs. (20.4 kg)
Output system:	Output roll maximum diameter: 12" (305mm); Core inside diameter 3" (76.2mm); IntelliTorque Tension control system; Maximum output roll weight: 45 lbs. (20.4 kg)
Operating system:	Windows XP/Vista, 32-Bit
System recommendations:	» Intel® Pentium®-based PC or compatible, 2 GHz 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: 76"W x 22"H x 22"D (193cmW x 56cmH x 56cmD) With bench: 76"W x 56.625"H x 30"D(193cmW x 143.8cmH x 76cmD)
Weight:	Without bench: Approximately 256 lbs. (116 kg) With bench: Approximately 456 lbs. (207 kg)
Operating environment:	Temperature: 20° to 23°C (68 to 74°F) Humidity: 40 to 55% relative humidity Altitude: 0 – 2000 meters (6,560 feet)
Power:	110-127 VAC, 50/60 Hz @ 7.5A 220-240 VAC, 50/60 Hz @ 3.5A
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 labor. Usage limitations may apply.
Options:	Extended warranty Bench with built-in lockable storage Memory and software upgrade for batch label printing

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Download a QR Reader app, then take a picture with your smartphone.

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