CX1200e
COLOR LABEL PRESS

Make new profits
WITH THE RELIABLE, AFFORDABLE PRIMERA CX1200e DIGITAL 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. The industry needed a simpler, more cost-effective solution.

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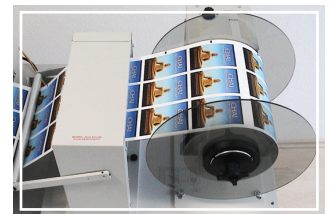

ADVANTAGES OF FULL-COLOR DIGITAL PRINTING:
» Faster turn-arounds
» Shorter runs of just a few labels to tens of thousands
» Elimination of plates, film and chemistry
» Photographic-quality output
» Opens up new markets
» Gives you greater flexibility
» Frees up other presses for longer runs
» Significantly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

IMPRESSIVE PERFORMANCE

Print speed is 5 meters (16.25 feet) per minute. You can print up to 381 m (1250') at a time, which nominally equals a 305 mm (12'') 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.

EXCEPTIONAL PRINT QUALITY

CX1200e 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.

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1. **1** Powered unwind station with quick-change chuck

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

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

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

5. **5** LCD display allows operator to monitor print engine alerts

6. **6** Fuser

7. **7** IntelliTorque Tensioning Control System – ensures consistently tight rewinds

8. **8** Powered rewind station with quick-change chuck

9. **9** Steel Workbench

> 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.

MANY 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 substrates to specific customer requirements.

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.
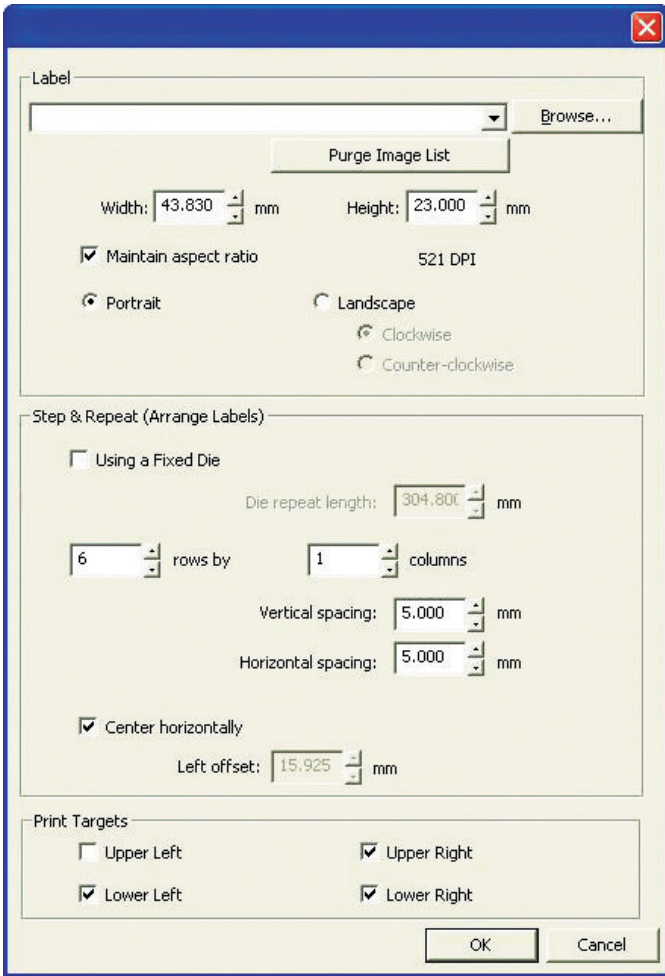
If you'd like additional help getting started, we offer free operator training at our offices in the USA, Europe and Asia Pacific. For a small additional charge we'll even come to you. After your press arrives, we'll help you set it up and fully train your operators.
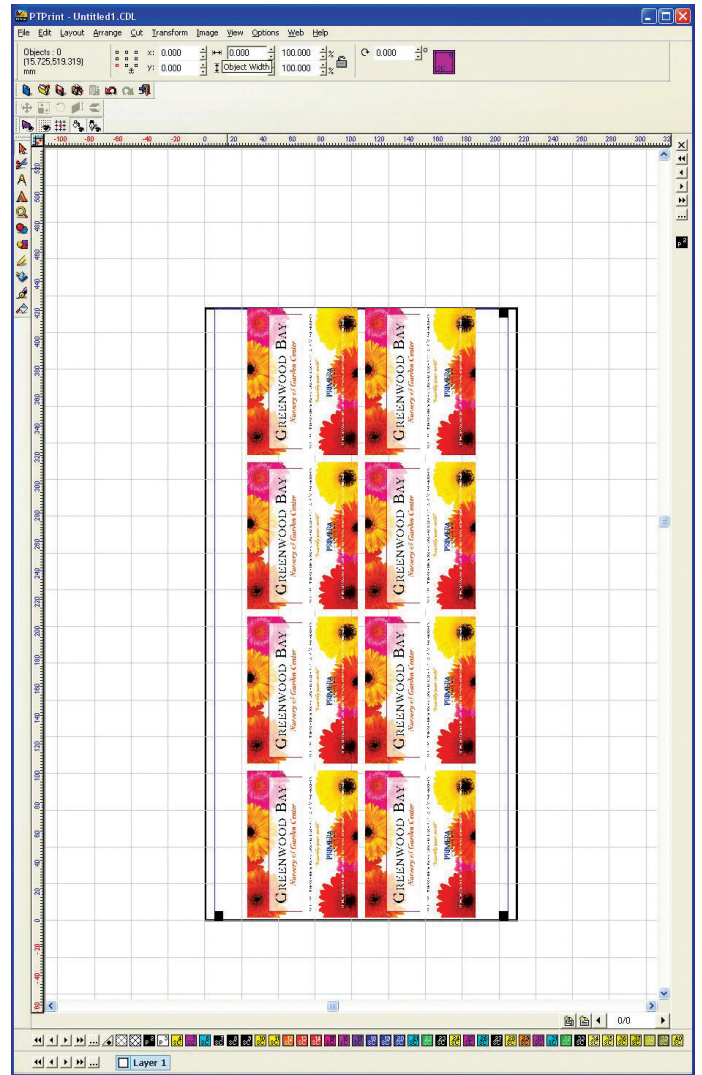
ADVANCED INKS AND CARTRIDGES

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.
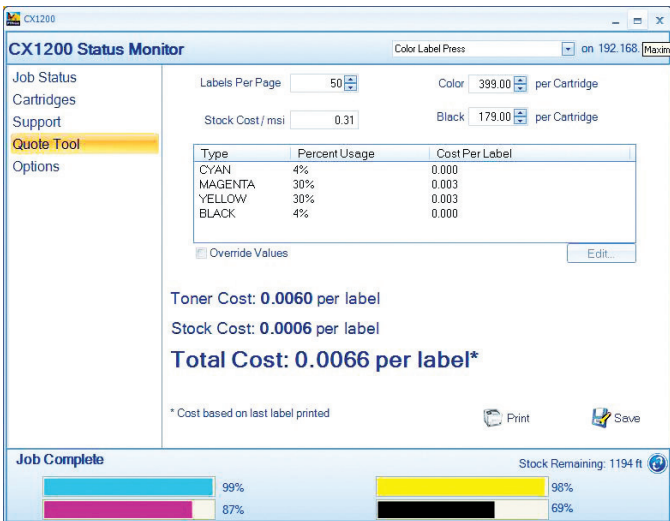
The four extra high-capacity toner cartridges are easily replaced in just seconds from the front of the unit. An integrated memory chip assigns each cartridge with a serial number and keeps track of precisely how much toner remains. This lets you to select exactly the right cartridges for the number 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.
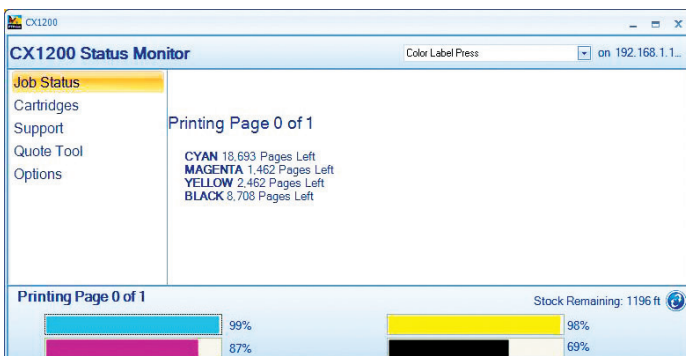
Import and "step-and-repeat"

Job costing

Status monitor

Main operating screen

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 most off-line finishing equipment
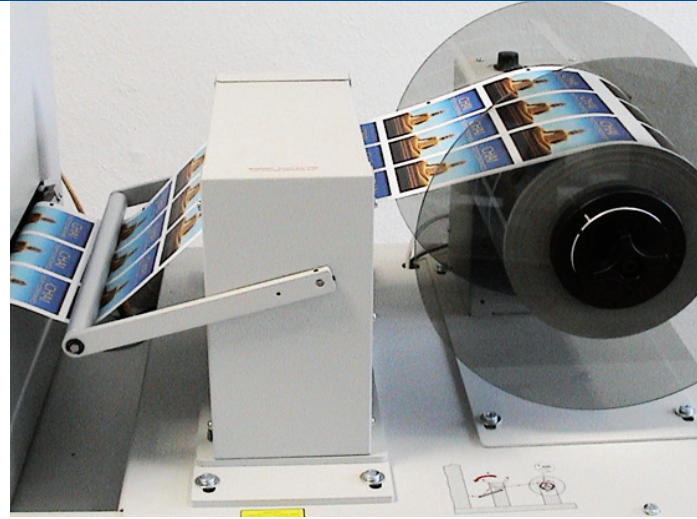
NEW PROFIT OPPORTUNITIES

CX1200e opens a whole new world of profit opportunities. Photo-quality, full-color labels are increasingly in demand. Even the smallest companies want to look big!

Digital printing is the clear answer to satisfy this growing need while making impressive new profits for you. Your biggest decision could be figuring out what to do with all of the extra money you can make.

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 at anywhere near its price.

SUPPORT TO KEEP YOU UP AND RUNNING

Primera's industry-leading technical support personnel are here to help keep your press up and running. Technicians are available by phone and email across the globe and in most major languages. Installation, training and repair programs are also available. In selected geographies, on-site scheduled maintenance and service is also available.

All regularly-scheduled maintenance can easily be performed by your own personnel. Besides toner cartridges, the only other consumables are the Image Transfer Unit (ITU), fuser and waste toner container.

PRIMERA AND THE ENVIRONMENT

Primera strives to be an environmentally responsible provider of state-of-the-art digital label printing technology. As such, cartridge recycling is provided at no charge, throughout the world, for the life of the press. The result is less solid waste with fewer resources consumed. All of our products are compliant with ROHS and WEEE standards.

INNOVATIVE TECHNOLOGY FROM AN INDUSTRY LEADER

Primera's thirty-three year history of designing and manufacturing specialty color printers assures you that your investment will be backed by a strong, highly-respected USA-based company with offices around the world. Over a million printers have been built and sold in more than 85 countries.

For detailed information on what digital label printing can do for you and your business call +49 (0)611 92777-0 or send us an e-mail at sales@primera.eu

PRIMERA TECHNOLOGY, INC.

TECHNICAL SPECIFICATIONS

Print speed:	83 mm / second (3.25" / second) 5 meters / minute (16.25 feet / minute)
Print method:	Color laser
Display:	4-line, 160 x 64 pixel, backlit gray-scale display
Printer processor:	800 / 133 MHz
Media width:	216 mm (8.5")
Print width:	Up to 203 mm (8.00")
Print length:	Up to 381 meters (1250 feet) per 305 mm (12") roll of self-adhesive label stock (includes face sheet, adhesive and liner)
Substrate types:	Self-adhesive label stock and approved films
Printing quality modes:	1200 dpi x 1200 dpi 4800 Color Quality (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: 305 mm (12") Core inside diameter: 76.2 mm (3") IntelliTorque Tension control system with automatic paper feed Maximum input roll weight: 20.4 kg (45 lbs.)

Output system:	Output roll maximum diameter: 305 mm (12") Core inside diameter: 76.2 mm (3") IntelliTorque Tension control system Maximum output roll weight: 20.4 kg (45 lbs.)
Operating system:	Windows XP/Vista®, 32-Bit
System recommendations:	» Intel® Pentium®-based PC or compatible, 2 GHz processor or higher » 2 GB RAM or higher » 50 GB or more free hard drive space » VGA video display of 1024x768 or higher » Available 100/1000 Ethernet port
Dimensions:	Without bench: 193 cmW x 56 cmH x 56 cmD (76"W x 22"H x 22"D) With bench: 193 cmW x 143.8 cmH x 76 cmD (76"W x 56.625"H x 30"D)
Weight:	Without bench: Approximately 116 kg (256 lbs.) With bench: Approximately 207 kg (456 lbs.)
Operating environment:	Temperature: 16 to 32°C (60 to 90°F) Humidity: 20 to 60% 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 and on-site service agreements Matching bench with built-in lockable storage

For detailed information on what digital label printing can do for you and your business call +49 (0)611 92777-0 or send us an e-mail at sales@primera.eu

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