

# LX 810

COLOR LABEL PRINTER



**PRIMERA**  
TECHNOLOGY, INC.

# Print Short-Run Color Labels On-Demand!

The LX810 Color Label Printer utilizes the latest in high-resolution inkjet technology to print brilliant full-color product labels right in your office or production facility. With spectacular 4800 dpi print resolution and high throughput speeds, the LX810 is simply the best industrial-grade color inkjet label printer ever made!

Your labels can include full-color photos, illustrations, graphics, text and bar codes. Print them when and where you need them – in quantities you can really use! Best of all, depending upon the quantity you print, the price per label will be significantly less than labels printed on flexo or offset.

*In addition, with the LX810 there are...*

- No long lead times
- No minimum order requirements
- No obsolete label inventory
- No plate and die charges

## COST COMPARISON



## Professional-Quality Results

There's no need to settle for low-resolution color labels on your products. The LX810's incredible 4800 dpi printing delivers results that far exceed virtually any other on-demand print method available today.

Six built-in print resolutions let you select the combination of print quality and speed that fits your application best. No matter which you choose, your labels are bright, colorful and professional. Creating labels takes just minutes on your Windows® XP/2000 PC or Mac® OS X V10.2 or higher. You can mix any combination of text, graphics, photos, illustrations and even bar codes. Easy to use NiceLabel™ SE Design Software is included for your basic label design needs. You can also use most other graphic software programs, such as Photoshop® and Illustrator®, giving you maximum flexibility and creativity in your designs.



*Cosmetics Labels*

## Many Applications

The LX810 produces gorgeous, professional-quality labels for all your short-run, specialty products. It is also perfect for a host of other uses such as proofing before going to press on longer runs. Test marketing. Contract manufacturing. Private label goods. Promotional labels. Full-color box-end labels with all the required bar codes. And much more.



*Wine Bottle Labels*

## A Wide Variety of Substrates – Including Water-Resistant Labels!



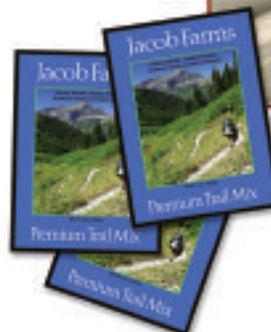
*Water Bottle Labels*

The LX810 prints onto many different label and tag materials, including inkjet coated high-gloss, semi-gloss and matte labels. Labels printed on high-gloss material are highly scratch- and smudge-resistant and virtually waterproof. This is a perfect solution for primary or box labels that can be exposed to water, rain and snow.

Labels can be as narrow as 0.75 inches and as wide as 8.25 inches. Maximum label length is 24 inches.

## Get Up and Running Quickly

From initial set-up to full operation, the LX810 is easy to use. Plus, everything you need to start printing labels is included in the box. Each LX810 ships with NiceLabel™ SE design software, sample roll of high-gloss labels, color and black ink cartridges and USB cable. You'll be printing full-color labels within minutes of taking the printer out of its shipping box.



## Save Time and Money on Short-Run Color Labels!



## The Price/Performance Leader



Primera Technology is one of the world's leading manufacturers of specialty printers. We've built more than a million inkjet, thermal transfer and dot matrix printers throughout our history. So, you can be confident that your Color Label Printer from Primera will give you years of reliable performance. Best of all, the LX810 delivers truly professional results at an affordable price!

### TECHNICAL SPECIFICATIONS

<b>Print Method:</b>	Inkjet
<b>Print Resolutions:</b>	4800 x 1200 dpi, 2400 x 1200 dpi, 600 x 600 dpi
<b>Print Speeds:</b>	Approximately 2" (51mm) per second for black Approximately 1.5" (38mm) per second for color + black Approximately 10" per second feed rate
<b>Ink Cartridges:</b>	Color (CMY) Black Dye-Based (Kd) Black Pigment-Based (Kp)
<b>Colors:</b>	16.7 million
<b>Color Matching:</b>	Z-Color™ Color Matching Software
<b>Min. Print Width:</b>	0.75" (19mm)
<b>Max. Print Width:</b>	8.25" (210mm)
<b>Min. Print Length:</b>	0.75" (19mm)
<b>Max. Print Length:</b>	24" (609mm)
<b>Min. Media Width:</b>	1.5" (38.1mm)
<b>Media Types:</b>	Roll-fed pressure-sensitive labels, roll-fed tags
<b>Media Sensing:</b>	Moveable see-through sensor for die-cut labels; Reflective for labels and tags with black stripe; Continuous label stock; Preprinted label stock.
<b>Supply Roll:</b>	6" (152mm) maximum diameter on 3" (76mm) core
<b>Ink Level Warning:</b>	Calculates actual number of prints remaining based upon ink usage of graphics being printed (patent-pending)
<b>Indicator Lights:</b>	Power, Pause, Ink
<b>Controls:</b>	Pause, Feed, Unload
<b>Operating Systems:</b>	Windows® XP/2000 or Mac® OS X V10.2 or higher
<b>Data Interface:</b>	USB 2.0; External Control Port
<b>Recommended Minimum System:</b>	For PC: Pentium® IV computer or better, 512MB RAM, 5GB free hard drive space, USB 2.0 (recommended) For Mac: 700 Mhz G4 or higher with 512MB RAM, 5GB free hard drive space, USB 2.0 (recommended)
<b>Label Design Software:</b>	NiceLabel™ SE Primera Edition included. Can also be used with most other popular label design software programs.
<b>Electrical Rating:</b>	12VDC, 5.0A
<b>Power Requirements:</b>	100-240VAC, 50/60 Hz, 60 watts
<b>Certifications:</b>	UL, UL-C, CE, FCC Class B
<b>Weight:</b>	29 lbs. (13.2 kg)
<b>Dimensions:</b>	17"W x 9.1"H x 15.5"D (432mmW x 231mmH x 394mmD)

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