LX400e
COLOR LABEL PRINTER

LX 810e
COLOR LABEL PRINTER

Need to Make Larger Labels?

The LX810e Color Label Printer offers all of the same great features of our LX400e but prints larger labels up to a maximum width of 21 cm (8.25").

Specialty Applications

The LX400e is also ideal for producing full-color tickets and tags, retail coupons, patient wristbands and much more. The optional, field-installable Media Cutter attaches to the front of the printer and slides down and out of the way when not needed. A fan-fold media slot for tags and tickets is located on the rear panel of the printer.

Price / Performance Leader

Primera Technology is one of the world's leading manufacturers of specialty printers. We've built well over a million inkjet, thermal transfer and dot matrix printers throughout our history. So, you can be confident that your new Color Label Printer from Primera will give you years of reliable performance. Best of all, the LX400e delivers truly professional results at an affordable price!

Technical Specifications

Print Method:	Inkjet
Print Resolutions:	4800 x 1200 dpi, 1200 x 1200 dpi, 600 x 600 dpi
Ink Cartridge:	One Multicolor (CMY) with Process Black (K)
Colors:	16.7 million
Color Matching:	Z-Color™ Color Matching Software
Max. Print Width:	4.25" (108 mm)
Media Width:	0.98" (25 mm) to 4.33" (110 mm)
Media Types:	Roll-fed pressure-sensitive labels, roll-fed tags, fan-fold labels or tags
Media Sensing:	Moveable see-through sensor for die-cut labels; Reflective for labels and tags with black stripe; Continuous label stock; Preprinted label stock.
Supply Roll:	5" (127 mm) maximum diameter on 2" (50.8 mm) core. Core has additional restrictions – see manual.
Ink Level Warning:	Calculates actual number of prints remaining based upon ink usage of graphics being printed (patent-pending)
Indicator Lights:	Power, Ink
Controls:	Pause, Load/Feed, Unload
Operating Systems:	Windows® XP/2000/Vista™ or Mac® OS X, 10.2 or higher
Recommended Minimum System:	**For PC:** Pentium® IV computer or better, 512MB RAM, 5GB free hard drive space, USB 2.0 or USB 1.1 **For Mac:** 700 Mhz G4 or higher with 512MB RAM, 5GB free hard drive space, USB 2.0 or USB 1.1
Label Design Software:	NiceLabel™ SE Primera Edition included. Can also be used with most other popular label design software programs.
Electrical Rating:	12VDC, 5.0A
Power Requirements:	100-240VAC, 50/60 Hz, 60 watts
Certifications:	UL, UL-C, CE, FCC Class A
Weight:	7.0 lbs. (3.2 kg)
Dimensions:	10.4"W x 15.3"D x 7.1"H (closed), 17.4" (open) 264 mmW x 389 mmD x 180 mmH (closed), 442 mmH (open)
Options:	Media Cutter (PRI74263) Ink Cartridge (PRI53376)

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Prints In Full Color!

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Save Time and Money by Printing Your Own Short-Run Color Labels!

The LX400e utilizes the latest in high-resolution inkjet technology to print brilliant full-color product labels right in your office or production facility. It has spectacular 4800 dpi print resolution and high through-put speeds. This is the same top performance that the LX810e, "big brother" to our LX400e, provides but only in a smaller format. It is the best choice for businesses and organizations that demand solid performance and value. 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.

Introducing the LX400e Color Label Printer from Primera Technology.

LX400e
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With the LX400e there are…
- **No more long lead times**
- **No obsolete label inventory**
- **No plate and die charges**
- **No minimum order requirements**

Professional-Quality Results

There's no need to settle for low-resolution color labels on your products. LX400e's incredible 4800 dpi printing delivers results that far exceed virtually any other on-demand print method available today. Four 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/Vista or Mac OS X, 10.2 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 graphics applications, such as Photoshop® and Illustrator®, giving you maximum flexibility and creativity in your designs!

Get Up and Running Quickly

From initial set-up to full operation, the LX400e is easy to use. Plus, everything you need to start printing labels is included in the box.

Each LX400e ships with NiceLabel SE design software, sample roll of high-gloss labels, ink cartridge and USB cable. You'll be printing full-color labels within minutes of taking the printer out of the box.

Many Applications

The LX400e produces gorgeous, professional-quality labels for all your short-run, specialty products. It's ideal for industries such as gourmet foods, wine and water bottles, personal care and natural products.

It is also perfect for a host of other uses such as:

- Test marketing
- Contract manufacturing
- Private label goods
- Promotional labels
- Full-color box-end labels with all the required bar codes
- And much more!

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

LX400e prints onto many different label, tag and ticket 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.

Maximum label width can be as wide as 10.8 cm (4.25"). Maximum label length is 61 cm (24").

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