

# LX200e

LABEL PRINTER

**NEW!**



**PRIMERA**  
TECHNOLOGY INC

**Primera's new LX200e Desktop Label Printer** utilizes high-resolution monochrome inkjet printing to produce a wide range of bar code and identification labels up to 108mm (4.25") wide. This compact and affordable printer delivers many features and benefits not available with other printing technologies.

Unlike thermal transfer label printers, the LX200e doesn't use a ribbon. Instead, it "jets" ink directly onto plain paper or specially-treated, high-performance inkjet substrates. This process leaves no spent ribbon behind that shows a mirror image of what has been printed – important for HIPAA and a host of other government and industry confidentiality requirements.

For these and a wide range of label, tag and ticket printing applications, the LX200e provides the highest-quality printing, easiest supplies replenishment and widest range of available substrates.



## Features

- Ink replacement is fast and easy – just snap the cartridge in and out
- 1200 dpi print resolution – almost six times higher than 203 dpi thermal label printers. Ideal for small text, intricate graphics and high-resolution, grey-scale photographs
- Dye or pigment-based ink cartridges for printing on the widest range of materials
- NiceLabel SE, Primera Edition Software included. Perfect for label layouts with fonts, graphics and all popular linear and 2D bar codes
- Compatible with Windows 2000 / XP / Vista
- Optional cutter mechanism available for producing on-demand tickets, coupons, tags and labels

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.



## Need to Make Full Color or Larger Labels?

The LX400e Color Label Printer has all the same great features of the LX200e but prints in full color up to 4800 dpi. The LX810e Color Label Printer prints labels up to 210mm (8.25") wide.



**LX400e**  
COLOR LABEL PRINTER



**LX810e**  
COLOR LABEL PRINTER

Primera's 32-year history of industrial printer design and manufacturing assures you of high-quality, innovative design and reliable performance. We've built well over one million inkjet, thermal transfer and dot matrix printers, making us one of the largest and most successful specialty printer companies in the world.

## Specifications

<b>Print Method:</b>	Inkjet
<b>Print Resolutions:</b>	1200 x 1200 dpi, 600 x 600 dpi
<b>Print Speed:</b>	Up to 2" per second
<b>Ink Cartridges:</b>	Dye or pigment based monochrome ink
<b>Max. Print Width:</b>	108mm (4.25")
<b>Max. Print Length:</b>	610mm (24")
<b>Media Types:</b>	Roll-fed pressure-sensitive labels, roll-fed tags, fan-fold labels, tags, tickets and coupons
<b>Media Sensing:</b>	Gap transmissive sensor, black mark sensor, Ink low / ink out sensor
<b>Enclosure:</b>	ABS plastic
<b>Supply Roll Capacity:</b>	127mm (5")
<b>Label core inner diameter:</b>	50mm (2")
<b>Indicator Lights:</b>	Power, ink low
<b>Controls:</b>	Pause, Load / Feed, Unload, Power On/Off
<b>Interface:</b>	USB 2.0
<b>Power:</b>	AC input: 100-240 VAC, 50/60 Hz, 60 watts DC output: 12 VDC, 5.0A
<b>Dimensions:</b>	264mmW x 389mmD x 180mmH (closed), 442mmH (open) 10.4"W x 15.3"D x 7.1"H (closed), 17.4"H (open)
<b>Weight:</b>	3.2 kg (7.0 lbs.)
<b>Printer drivers:</b>	Windows 2000 / XP / Vista
<b>Safety/Emissions:</b>	UL, UL-C, CE, FCC Class A
<b>Accessories:</b>	NiceLabel SE Primera Version, Quick Start Guide, USB cable, external universal switching power supply, power cord, label starter roll
<b>Options:</b>	Media cutter PRI74263 Black dye-based ink cartridge PRI53377 Black pigment-based ink cartridge PRI53020 Extended Warranty
<b>Warranty:</b>	Two years parts and labor



Industrial Park Asper  
Legen Heirweg 59  
9890 Gavere BE  
Tel. +32 9 281 08 50  
Fax +32 9 281 08 70  
info@ta-and-co.com  
www.ta-and-co.com

Primera is a registered trademark of Primera Technology, Inc. Windows is a registered trademark of Microsoft Corporation. All other trademarks are the property of their respective companies. Specifications are subject to change without notice. All data and company names used in sample prints are fictitious. ©2008 Primera Technology, Inc. Patents pending. 081009

**PRIMERA**  
TECHNOLOGY EUROPE™  
Mainzer Strasse 131  
65187 Wiesbaden / Germany  
Fon: +49 (0) 611 - 92777-0  
Fax: +49 (0) 611 - 92777-50  
www.lxlabel.com  
www.primera-europe.eu  
E-mail: sales@primera-europe.eu