CX1200 Color Label Press and FX1200 Digital Finishing System Frequently-Asked Questions
Primera Technology, Inc.
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1. How much does it cost?
In the USA and Canada, CX1200 is priced at US $18,995 and FX1200 at $34,995. Please contact Primera USA, Primera Europe or Primera Asia Pacific for prices in other regions.

2. What does the price include?
<u>CX1200:</u>
- Everything needed to start producing labels from your Windows XP/Vista/7 PC, including PTPrint 9.0 RIP software, four starter toner cartridges (CMYK), 1250' (381m) roll of matte-paper label material, unwind and rewind stations, guillotine cutter, print engine and automatic-tensioning control station are included with the CX1200.
- A PC and LCD monitor is not included with CX1200. The LCD monitor mounting bracket is included. A typical PC that meets our recommended specifications costs approximately US $500 to $800.
- The lockable storage bench is an additional US $1195 (MSRP).

<u>FX1200:</u>
- A touch screen computer is included with FX1200 that attaches to an LCD monitor mounting bracket in the center of the FX1200.
- PTFinish 1.3.2 Software

3. How do I buy one?
CX1200 is available factory-direct in the USA and Canada. Elsewhere, it is available from:
- Primera Europe, based in Wiesbaden, Germany for the EMEA region
- Primera Asia Pacific, with offices in Hong Kong and Melbourne, Australia
- Primera Authorized Distributors in Latin America and South America

4. How fast are the CX1200 and FX1200?
- CX1200 prints at a constant 16.25 fpm (feet per minute).
- FX1200 can digitally-die cut at up to 20 fpm, but speed can vary depending on shape. Typical speeds for most common shapes is 10-16 fpm.

5. What does the toner cost?
The toner cartridges that ship with the press are starter capacity of 10,000 pages.
After that, we provide only extra high yield, 15,000+ page toner carts to keep running costs as low as possible. Cost per label varies depending upon percentage of coverage. Please refer to our sample label pricING guide for more detailed information.

PTPrint has a built-in label cost estimator that allows you to precisely calculate cost per label based upon actual artwork files submitted for printing. The best way to estimate the cost of your label is to send an .eps file to Primera or to an Authorized Primera Reseller or Distributor. The file can then be run on the press and a cost estimate sheet printed out.

6. What kinds of substrates can be used?
It is important that only laser-qualified materials are fed through the CX1200 such as: papers, polyesters(PET) and vinyl(PVC). Non laser-qualified substrates – such as most standard polypropylenes – can cause maintenance and service issues due to the high heat levels generated at the fuser. Polypropylene by its very nature is supposed to shrink when heated, which is exactly what happens when attempting to use it in CX1200.

Primera supplies a number of popular approved materials. SKUs include:
* 57501   White Matte Paper Label Roll, 8.5" x 1250'
* 57502   White Gloss Paper Label Roll, 8.5" x 1250'
* 57509   Premium Matte White Vinyl Label Roll, 8.5" x 1020'
* 57510   Premium GHS/BS5609 Approved White Matte Polyester Label Roll, 8.5" x 1250'
* 57511   Premium White Gloss Polyester Label Roll, 8.5" x 1250'
* 57512   Premium Clear Gloss Polyester Label Roll, 8.5" x 1250'
* 57514   Vintage Matte Paper (Estate #4) Label Roll, 8.5" x 1250'

Another important consideration is the adhesive. It is recommended that you use only true laser qualified acrylic adhesives. Rubber-based or hotmelt adhesives can "ooze" onto the transfer belt and fuser rollers, causing print quality issues and possibly even destroying these components.
Many laser-qualified specialty substrates are also available, including fabrics for mattress tags and care-use tags, vinyl(PVC), cork, and even magnetic materials for making refrigerator/file cabinet magnets.

7. Is Pantone® spot color support included? Yes, CX1200 includes Pantone® approved color support. Keep in mind that CMYK presses can reproduce about 35% to 50% of the Pantone Spot Color book. CX1200 accurately reproduces about 50% of Pantone Spot Colors.

If you don't already have one, owners of CX1200 should purchase a Pantone Color Bridge Book. It gives details and examples of which colors are reproducible within the CMYK color space. Go to www.pantone.com for ordering information.

8. What substrate thickness can be used?
Substrates are not rated on thickness, but on basis weight. That's because so many variables such as stiffness are part of the equation. Here's an explanation on paper weight versus thickness from an industry-standard press reference guide:

There is no definite relationship between paper basis weight and thickness. Nor for that matter is there any definite relationship between either of these and stiffness.

Clearly, all else being equal, a heavier paper will be thicker and stiffer, but if a paper is pressed harder, or calendered, or contains a lot of fibre length variation or filler material, or the fibres have been well beaten, a relatively thin sheet can have a relatively high basis weight.

All that being said, the guidelines on the CX1200 and FX1200 are:
* Minimum: 60 g/m2 grain long (16 lb.) – about .003" or 3mil
* Maximum: 300 g/m2 (92 lb.) – about .013" or 13 mil

Keep in mind that many synthetic materials are stiffer than paper, so a 13 mil paper will usually work fine but a 13 mil synthetic surface might not. Always test a small amount of material before ordering large quantities.

9. Is it Mac compatible?
PTPrint 9.0 software runs only under Windows XP, Vista, 7 or 8, but can import virtually all popular Mac file formats. The preferred import format for PTPrint is an .eps file.

10. What exactly does the software do?
PTPrint 9.0 is a production tool that helps you streamline the running of your digital label jobs with CX1200. Major features include:
- Importing of the label artwork
- Color matching
- Step-and-repeat
- Automatic calibration of the amount of "stretch" and insertion of timing marks required for digitally- die cutting or rotary-die cutting.
- Built-in job estimator which uses the actual digital file for optimal accuracy
- Exports PLT cut files for use on Primera's FX1200 Digital Finishing System

PTFinish 1.3.2 drives the finishing of your labels with FX1200. Major features include:
- Importing of cut files for labels
- Tension and on/off controls of all stations of finishing
- Adjusting all finishing settings for various offsets and media widths
- Saving substrate finishing profile settings, for optimum setup and changeover time between types of materials

11. Can the press be hooked up via Ethernet?
Yes; through the production PC it can be connected to a standard Ethernet 10/100/1000 office network. The data connection to the press is also through Ethernet, but directly from the production PC.

12. Is the ink waterproof?
Yes. It also has multi-year UV resistance without lamination. Lamination on the FX1200 as a post-process will further increase UV resistance and give additional abrasion resistance. Primera's toner is one of the best on the market for UV resistance, far surpassing the life of other brands of laser toner.

13. What is the print resolution?
Two print resolutions are supported:
1200 dpi
2400 dpi

14. What is the rated duty cycle?
Up to 150,000 feet per month – equivalent to over one million 4" x 3" full-color labels.

15. Does it print on pre-die cut labels?
Yes, as long as you use Primera approved sourced pre-die cut labels and substrates that have a black-mark on the back of the liner to line up with every page length.

16. How do I get the labels die cut, laminated, stripped, re-wound, etc.?
Primera's **FX1200 Digital Finishing System** is the perfect companion to CX1200.
FX1200 lets you produce labels in any size and any shape with its patent pending QuadraCut™ digital die-cutting technology. It also laminates, rewinds the waste matrix, slits with up to seven rotary knives and rewinds to finished rolls. More details on FX1200 along with a downloadable brochure and video can be found at www.primeralabel.com.

If you own a high-end digital finishing system that already works with presses such as the HP Indigo®, it is likely that you will be able to use it for finishing output from CX1200, too.

17. What imaging technology is used in CX1200 and what are the advantages of laser versus LED print engines?
The CX1200's latest-generation laser engine provides 2400 dpi scan resolution, while LED arrays are limited to just 1200 dpi. In an LED system, the lens must be located much closer to the photoconductor surface than in a laser system. The close proximity of the lens to the photoconductor can lead to toner contamination on the lens and streaks in the print. Maintenance is required to keep the lens clean. In a laser system such as CX1200, photoconductor exposure is inherently uniform. Any variation in exposure across the scan is gradual. In contrast, an LED system uses multiple LED arrays to achieve full-width photoconductor exposure. The use of multiple LED arrays can lead to step changes in exposure at array boundaries, which produce print defects (knit lines). This problem may be exacerbated by temperature and aging. This site explains how the two technologies are different:
http://mimech.com/printers/laser-printer-technology.asp.

Generally speaking, LEDs are also much more difficult to keep properly aligned. You need an LED for each addressable point on the image and going to higher resolutions increases the number of LEDs required. Keeping them aligned is difficult. The principal advantage to laser is print quality. Lasers are easily capable of true 1200 dpi and scan resolutions up to 2400 dpi. Dot size, shape and density are much better controlled with a laser. This helps with edge smoothing of text and lines and resolution enhancements for photos. LEDs can also suffer from something called LED streaks. If you have large areas of mid tones (such as 25% grey) slight variations of power delivery to each LED can cause vertical (process direction) streaks or areas that are lighter or darker than they are supposed to be. Simply put, excellent print quality at high speeds favors laser over LED technology.

18. What is the maximum roll diameter size?
CX1200 takes up to a 12 inch (304mm) maximum roll diameter. On a 40# facestock with a 50# liner, this is equivalent to about 1250' (381m). This is the standard roll diameter for most automated label applicators. This is also the equivalent of the height of the Empire State Building – that is a lot of labels!

Some of the largest automated label applicators take up to a 14" (355mm) roll diameter. That is too heavy for an average person to lift up onto the CX1200's rewinds or onto an automatic label applicator. So, it was decided that a 12 inch (304mm) roll diameter was a more reasonable size and weight for most people to handle with ease.

19. What is the warranty?
One year parts and labor for both CX1200 and FX1200. Additional 2-year warranties are available in many areas. Please inquire with Primera or your local distributor for details.

20. What kind of maintenance is required?

- CX1200: The same as most office laser printers – scheduled replacement of transfer belt, fuser and waste toner bin, occasional vacuuming of the interior of the printer to remove paper dust and excess toner.
- FX1200: Die-cutting wear strip and knives need to be occassionally changed. Depending on the materials used, adhesive can build up over time on the edge of the rollers. This can be easily wiped off using products such as Goo-Gone® or WD-40®.

21. How do I get the press set-up at my location?
Most users prefer to install the press themselves by following the set-up and installation DVD that is included with every unit. Typical set-up takes one and a half to two hours. Primera's Technical Support Representatives are available by phone, video Skype or WebEx during regular business hours to help with any questions.

FREE operator training is held on a regular basis at Primera's headquarters in Plymouth (Minneapolis), Minnesota, USA. Training in other regions include Primera Europe in Wiesbaden, Germany and at Primera Asia Pacific in Melbourne, Australia. Many of Primera's distributors also provide installation and training.

22. What type of operating environment is acceptable?
A temperature and humidity-controlled office or shop environment is required for best performance.
Temperature: 68° F to 74° F (20° C to 23° C)
Humidity: 40% to 50% Relative Humidity
Altitude 0 – 6,560 Feet (2000 Meters).

23. How many labels per job are typically run on the press?
It depends upon the size of the label. Generally speaking, runs of just a few labels to many thousands of labels are appropriate and cost-effective for CX1200.The press has been designed to print up to 1250' at one time.

24. What level of consistency can I expect from the first label to the last label?
The CX1200's toner alignment and heat controls are highly sophisticated. Depending upon the colors utilized, a very slight shift can be expected on runs of more than a few hundred feet at a time.

25. How much waste is there at the beginning and end of jobs?
Almost none. When starting a job, the operator simply loads about 24" of substrate from the input roll. The press software automatically generates a blank leader of approximately 3 feet, saving toner. The leader is taped onto the output core and the job starts to print. When the job is complete, a trailer of approximately 6 feet is generated. This lets you thread your label finishing machine with blank material, again saving toner. Header and footer lengths can be adjusted (increased or reduced) from within the PTPrint Software.

27. Are software upgrades available?
Yes. As new features are added, low-cost or free software upgrades are available on Primera's website at www.primeralabel.com.

28. Where are CX1200 and FX1200 assembled?
At Primera's main factory in Plymouth, Minnesota, USA.

29. I have more questions. How can I get them answered?
Primera has one of the best online Knowledge Bases available in the industry. You can access it 24/7 at www.primeralabel.com. Or, call Sales at 1-800-797-2772 (USA and Canada) or +1-763-475-6676. Email to sales@primera.com or support@primera.com.

30. Who is Primera?
Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is the world's leading developer and manufacturer of specialty printing equipment including the Bravo-Series CD/DVD/BD duplicators and printers and the LX-Series Label Printers, AP-Series Label Applicators, and CX1200 Color Label Press and FX1200 Digital Finishing System.

Primera distributes its products in more than 179 countries with service and support for North America, Latin America and South America from Plymouth, Minnesota. EMEA customers are serviced and supported from Wiesbaden, Germany through Primera Europe. Primera Asia Pacific, located in Hong Kong, serves customers in Asia Pacific.

Primera's mission is to produce technologically superior products that offer a high degree of customer satisfaction and value while conducting business affairs with unparalleled integrity, courtesy and professionalism.