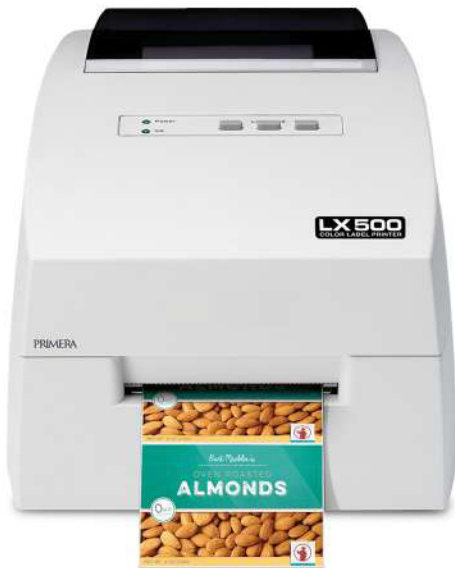


# DESKTOP COLOR LABEL PRINTERS

BRILLIANT, FULL-COLOR PRODUCT LABELS ON-DEMAND



## LX500

COLOR LABEL PRINTER

LX500 produces gorgeous, professional-quality labels for all your short-run, specialty products. It's ideal for industries such as gourmet foods, wine, personal care, natural products, and more.

With fast print speeds, competitive label quality and cost per label, and an optional built-in cutter, the LX500 is the ideal entry-level color label printer designed for your business to thrive.

### LX500 Features Include:

- » Color inkjet printing at up to 4800 dpi
- » Media width of 0.75" to 4.25" (19 mm to 101.6 mm)
- » Print length of 0.75" to 24" (19 mm to 609.6 mm)
- » One high yield tri-color ink cartridge
- » Optional built-in label cutter (LX500c)

## LX500c

COLOR LABEL PRINTER

The LX500c maintains the capabilities of the LX500 while adding the functionality of a built-in guillotine-style cutter, ideal for printing and cutting full-color labels, barcodes, name badges, wristbands, and other types of narrow format output, all on-demand.



Built-in Cutter!



### LX500 Customer Spotlight: Brandon's Best Allergen-Free Treats

Printing short-run, professional-quality labels has never been easier for teenage founder Brandon. In his own words, "Whether I'm printing a quick recipe list or 300 labels for my top selling cookies, I know the LX500 can handle it all—and save money on just about everything."

Visit [www.primera.com](http://www.primera.com) for the full story