

## Press Release

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### **Label Power announces its participation at the Auspack Plus 2011 “out of the box” Tradeshow.**

Label Power Pty Ltd, quality label manufacturer and printer supplier, will be exhibiting at the Auspack Plus 2011 Tradeshow, from the 22nd until the 25th of March, 2011, at the stand number 755. This event will be held at the Melbourne Convention and Exhibition Centre.

Label Power will be highlighting the new Primera LX900 colour label printer, CX1200 Colour Label Press and the FX1200 Digital Label Finishing System. Label Power will also present the Primera’s AP- Series of Label Applicators, AP360, AP362 and finally the Primera DX850 Label Dispenser.

In this event people will be able to see how they can print and apply personalised labels to their products in a fast and efficient manner. Label Power consultants will be available to answer questions, take orders and offer free advice on cutting edge labelling solutions.

James Malone, Managing Director of Label Power states “The Auspack Plus 2011 is an excellent opportunity to show Australian businesses how they can obtain the benefits of a turnkey professional label production system, incorporating digital label press and finishing system at an accessible price. The CX1200 and FX1200 eliminate the need for costly printing plates and cutting dies, this enables companies to profit from short run colour printing”.

Malone also comments “The Auspack Plus 2011 is the ideal event for all businesses that are receptive to reviewing the latest information in packaging processing and plastic machinery, materials and associated technology”.

Auspack Plus 2011 welcomes visitors from a variety of industries: food, beverage, packaging, pharmaceutical, medical, manufacturing, warehousing and logistics, among others. Label Power customers who are interested in attending to this event can register at [www.labelpower.com.au](http://www.labelpower.com.au).

#### **Live demonstrations of the following products**

**Primera LX900** is the fastest colour inkjet label printer in its class, especially designed for printing runs of customised labels. With a huge range of ex stock labels and sizes available the Primera LX900 is a must have for companies who have a wide range of products that need to be professionally labelled.

**Primera CX1200.** Digital Press for short-run, full-colour label printing. Utilizing one of the fastest and highest-resolution colour laser engines available, the CX1200 it's synonym of quality, speed and flexibility. It's the perfect solution for label printers, packing service bureaus and a broad range of manufacturers who need to print either a small amount or thousands of labels at a time.

**Primera FX1200.** This Digital Die cutter is an off line label production machine able to finish a printed output with different operations such as: lamination, digital die cutting, waste matrix removal, slitting and rewinding. This machine includes everything needed to diecut and finish labels, and it's the perfect partner for the CX1200.

**Primera Label Applicators, AP Series.** The AP360 and AP362 are the ideal solution for labelling cylindrical and tapered containers such as bottles, cans, jars and tubes. Both units can apply labels at a speed up to 1200 containers per hour. In addition, they have a built in spring-loaded pressure arm to apply labels firmly and avoid wrinkles.

The AP360 is the base model. It quickly and efficiently applies single labels at a time. The AP362 is an advanced model. It can apply one or two different labels to a single container.

**Primera DX850.** This Label Dispenser quickly and easily peel and present labels from rolls and it works with virtually any label including clear labels. The built-in precision micro-switch detects when a label has been removed, then, the next label is automatically fed forward, ready to remove. A built-in LED display counts up or down, indicating how many labels you've applied or how many you have left.

Label Power is accepting reseller enquires for this range of products, from manufacturers or businesses involved in selling labels.

#### **About Label Power**

With sustained growth for more than 14 years, Label Power continues to be the chosen printing partner for leading Australian companies providing them with unrivalled service encompassing quality, variety and cost efficiency.

For more information about Label Power please visit [www.labelpower.com.au](http://www.labelpower.com.au) or call us on 1300 727 202.