

# Primara™ 750 Print-and-Apply Label Applicator

**ADAPTABLE LABEL PRINTER AND APPLICATOR FOR A BROAD BASE OF LABELING REQUIREMENTS**  
*ALL-ELECTRIC OR PNEUMATIC SET-UP OPTIONS*

The Primara™ 750 Print-and-Apply Label Applicator offers simplicity, dependability, and overall flexibility. Label any size of product, case, or pallet and integrate the applicator seamlessly into your unique production and handling systems. To meet the demands of a broad-base of labeling requirements, Primara™ 750 label applicators are available in either all-electric or pneumatic power configurations.

Engineered to be flexible and easy to upgrade, the Primara™ system offers straight or rotary tamp application options for top, side, bottom, and corner placement. Rated up to 120 labels per minute, with speeds up to 12 inches per second standard, the Primara™ 750 print-and-apply label applicator can help reduce overall labeling costs by automating and streamlining your label application process. Primara™ systems are available with direct thermal or thermal transfer print engines from Zebra®, Datamax®, and Sato®.



The Primara™ 750 print-and-apply labeler applicator can apply a variety of label types to the top, side, bottom and corner of various-shaped products, including pallets.

## WSAutomation Equipped for Success

**WSAutomation** engineers and designs label application equipment to maximize your productivity. We serve markets from food and beverage to household products, personal care to over-the-counter health products, medical to wine and spirits. We have the knowledge and expertise to deliver your application solution across a broad platform of product categories and production environments.

## Specifications

- **Dimensions:** Height: 96 inches, with light stack; Length: 38 inches; Width: 46 inches
- **Standard Label Dimensions:** 4-inch web width standard; 6-inch web width available based on printer; 3/8-inch minimum web width; 1/2-inch minimum label length
- **Standard Label Application:** tamp
- **Label Packaging:** 12-inch, outside diameter rolls, standard on 3-inch inside-diameter core
- **Dispensing Speed:** 12 inches of web per second, depending on print engine and application
- **Label Dispense Accuracy:** +/- 1/32 inches; application accuracy: +/- 1/16 inches
- **Electrical:** 120V AC; 60 Hz; 20 amps
- **All-electric or pneumatic (air) configurations are available**
- **Emergency Stop Controls**, as required
- **Compatible Labeling Software:** BarTender, LabelVision®, EASYLABEL®, among others.

## Options

- Tamp/blow label application
- Wider web width: 6-inch maximum
- Stainless steel T-base and control cabinet
- Bi-lingual display
- Remote-mounted operator interface
- Label-on-pad detection
- Light tower
- Horizontal lead screw
- Missing-label detect—barcode reader
- Rotary tamp—nose up or nose down; includes label-on-pad detection and Smart Eye
- Motorized head elevator system
- Pneumatic head rotation for quick-change label placement options
- Print engine heaters for environments colder than 40° F
- Reject/scan verification applications

## Key Features and Benefits

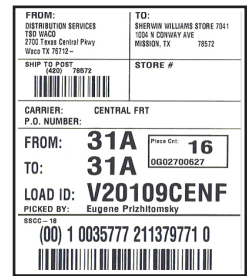
- All-electric or pneumatic actuators allow matching the system to your specific operation.
- 12-inch outside diameter unwind reduces roll changes, thereby maximizing up-time.
- Full-size electric box with Allen Bradley controls and MicroLogix™ programmable logic control ensures reliability, easy access and user-friendly operation.
- Highly versatile and capable of applying multiple label types to the top, side, bottom, and corner of various-shaped products, including pallets.
- The most durable labeling head on the market. A thick base plate, oversized shafts and sealed bearings are engineered for long life.
- Low roll level/broken web detection sensors help maximize productivity.
- Smart Tamp sensor system regulates application pressure sensitivity, thereby allowing for a broader range of labeling options.
- Application rates up to 12-inches per second in widths up to 6-inches across the web deliver high productivity.
- Control components are commercially available, which helps reduce downtime

The Primara™ 750 print-and-apply labelers provide the perfect solution when you need a highly versatile and extremely robust printer applicator, either all-electric or pneumatic. The Primara™ system can be upgraded and modified to meet your most stringent requirements for full integration and maximum productivity.



The operator interface is designed to make set up quick and easy, which maximizes overall flexibility.

The Primara™ 750 print-and-apply labeler delivers high-definition imaging of machine- and human-readable label content.



## Engineered Versatility—FAQs

**Can RFID applications be accomplished with the Primara 750?** Yes.

**Is an external PC required?** Yes.

**What are the environmental limitations of the machine?**  
40° F to 104° F with 15% to 95% non-condensing RH.

**Will it handle fan-folded labels?**

Yes. It is important to design fan-fold perfs that are strong enough to pull through the rollers and set up correctly for size.

**What is the lead time?**

Two weeks if configured as a standard unit, with longer lead times based on upgrades and the level of customization and features ordered.

### What are considered wear parts?

The print head, rollers and belts. We also suggest holding a spare print engine in stock to ensure maximum uptime.

### Are thermal transfer ribbons and labels tested for compatibility?

Yes. All the ribbons and labels we provide are designed and tested for compatibility. We stock common sizes, as well as blank thermal transfer labels for fast shipment. WS Packaging Group is your single source solution for all your thermal transfer label needs. For optimum performance and up time, our comprehensive selection includes a large inventory of the most commonly needed items. We also provide unique products to meet specific needs. To order, call 800-340-3424 x6371.

With printing and packaging facilities across the U.S. and in Mexico, WS Packaging Group, Inc. is one of the largest printing and label converting operations in North America. We produce high-quality label and packaging products for customers ranging in size from emerging start-up companies to category-leading Fortune 500 brands.

With more than 45 years of label printing and converting experience, we offer extensive capabilities in flexographic, screen, digital, and offset printing; many unique printing patents within 27 product lines; 185+ printing presses; multiple state-of-the-art research labs; and a convenient online ordering, proofing, and brand graphics management system capable of seamlessly managing thousands of SKUs.

For a free consultation:

call 1.877.977.5177

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or visit [wspackaging.com/automation](http://wspackaging.com/automation)

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