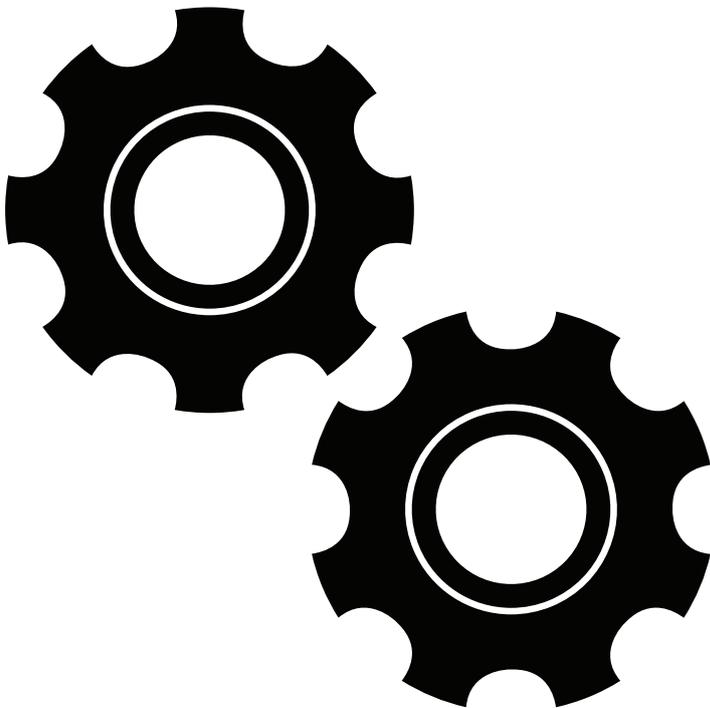


**LABEL PRINTING STARTER KIT**

# **PRODUCTION MANUAL**



# CHAPTER ONE

# EQUIPMENT

Here is an overview of the potentially required equipment, including a short description with pro's and con's.



Standard office Inkjet A4 printer  
+ continuous ink refill station

- +** - Low purchase price
- Price per liter ink is low (non original)
- - Ink consumption per label is high
- Slow print speed
- Only compatible with A4 size sheets
- Ink refill is less user friendly
- Durability printer unknown



Standard office Laser-jet A4 printer

- +** - Low- medium purchase price
- Prints are waterproof
- High speed printing
- - Price per ink toner is high, only works with original ink toners
- Only compatible with A4 size sheets
- Durability printer unknown



Semi-Professional Label printer Primera LX9000

- +** - Medium purchase price (+/- USD 3.000)
- Can print labels from roll
- Ink consumption per label is low to medium compared to office printer
- Price per liter ink is low, because it is refillable
- - Ink consumption per label is high compared to Afina printer
- Expensive spare parts
- Can not be used for A4-size sheets



Professional Label printer Afina L801

- +** - High print speed (+/- 60 feet per minute)
- Integrated cutter to cut separate labels
- Can print labels from roll
- Ink consumption per label is very low
- High quality
- - High initial purchase costs (+/- USD 9.000)
- Price per liter ink is high (only compatible with original cartridges)
- Expensive spare parts-

## CHAPTER TWO

# PRINTER COMPARISON



Standard office Inkjet A4 printer  
+ continuous ink refill station

This is an example of an inkjet printer. You can use this printer to print labels. To cut costs you can buy refill ink cartridges which are much cheaper compared to original ink cartridges. Another option is a continuous ink refill station. With this system you can refill the ink with large ink bottles. But you'll have to test the quality of the ink in combination with the type (material) of paper from which you'll want to make the labels from. With a good match between ink and paper material you can accomplish high quality labels that are waterproof and won't smudge-proof.



Standard office Laser-jet A4 printer

This is an example of a laser-jet printer. You can use this printer to print labels. A laser-jet doesn't use ink but uses powder. The powder is located in the toner drums. As far as we know it is difficult to refill the toners yourself, so when you run out of toner you'll need to buy original (expensive) ones. Laser printers can print on most material types without any problem and will be waterproof and smudge-proof.



Semi-Professional  
Label printer Primera LX9000



Professional Label printer Afina L801

These are both examples of printers designed for label printing only. Instead of working with A4 paper size, these printers need empty label rolls (see picture below). Both printers are inkjet printers. The Afina is a better choice if you want to print large quantities on daily base. The purchase price is three times higher compared to the Primera, but the ink consumption is less. The Primera is cheaper but the ink consumption per print is higher. Both printers are difficult to refill because there are many security systems built in to prevent refilling, so you'll have to buy expensive ink. For a more detailed comparison you can check the attachment on your online account.



Empty paper rolls

## CHAPTER THREE

# LABEL MATERIAL TYPES

Here is an overview of different types of paper and plastic labels you can use for labels.

### ADHESIVE LABELS

	Price	Waterproof	Durability	High quality look
<b>MATTE WHITE PAPER</b>	+++	---	---	---
<b>GLOSS WHITE PAPER</b>	++	--	--	++
<b>PP MATTE WHITE (PLASTIC)</b> (POLYPROPYLENE = PLASTIC)	---	+++	+++	+
<b>PP GLOSS WHITE (PLASTIC)</b> (POLYPROPYLENE = PLASTIC)	---	+++	+++	++++
<b>PP TRANSPARENT</b> (POLYPROPYLENE = PLASTIC)	----	+++	+++	++++



See your personal account to download these documents

## CHAPTER FOUR

# BUY ONLINE

Some equipment and materials can't be bought locally or are very expensive. There are several websites online where you can buy materials and equipment from abroad. Alibaba and Ebay are the most popular ones. With the use of clear videos this chapter explains how Ebay works. In order to purchase products online you'll need a Creditcard or a free PayPal account. For PayPal you'll only need your bank account. The tutorial for Paypal is also included in this chapter.



These are the steps you need to take to create an Ebay account, create a Paypal account, to link them together, and to buy your first product online.



- 1 Create an Ebay account (see online video: How To Create an Ebay Account)
- 2 Create a PayPal-account (see online video: How to Make a PayPal Business Account and link your bank account)
- 3 Verify your PayPal-account with your email address (video: How to Verify Your PayPal Account)
- 4 Link your PayPal-account to your Ebay-account (video: How to Link Your PayPal Account With Ebay)
- 5 Purchase your product (video: How to Buy on Ebay)



See your personal account to watch the videos

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