

# L301 Industrial Color Label Printer

## Ideal for Small Businesses

Creating professional labels on demand is easy with the L301. Bringing short-run label printing in-house saves time and money. Eliminate lead times, setup fees, plate changing fees, and order quantity minimums associated with outsourcing labels.

The L301's continuous roll printing capability allows businesses to print professional-quality labels as needed. **No more wasted time, wasted money, or wasted labels.**

### Key Features

- ✓ Professional looking labels, on demand
- ✓ Simplify workflows and eliminate the hassles of sheet printing
- ✓ Flexibility to change label designs and content on the fly
- ✓ Minimize waste by printing only the labels you need
- ✓ Economically priced specifically for small businesses



### Wide range of media compatibility

Choose the label stock that creates the best look and feel for your brand

### Compact desktop design

Fits nicely in any work area  
19" w x 21.5" d x 7" h  
(48.3cm x 54.6cm x 17.8cm)

### Easy-to-use front panel touchscreen

Makes setup and adjustments quick and painless

### Proven HP® Inkjet print technology

Creates vivid, high-resolution text and images for eye-catching labels

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**AFINIA LABEL®**

# L301 Specifications

## General:

<b>Print Technology:</b>	HP Thermal Inkjet
<b>Print Resolutions:</b>	Color: Up to 4800 x 1200 optimized dpi color; Black: Up to 1200 x 1200 rendered dpi
<b>Print Speed:</b>	Approximately 1.8 in/sec (46mm/sec) when printing a 2.2 inch-wide (56mm) image in draft mode
<b>Size:</b>	19"w x 21.5"d x 7"h (48.3cm x 54.6cm x 17.8cm)
<b>Inks:</b>	Black single pigment ink cartridge; Tri-color single dye ink cartridge
<b>Core Size</b>	3" (76.2mm)
<b>Media Types:</b>	Compatible with wide range of paper, polyester, polypropylene, and vinyl label stocks. Supports gap, black mark, and continuous media
<b>Media Sensing:</b>	Auto calibration and auto detection of gap and black marks
<b>Minimum Label Size:</b>	2"w x 1"h (51mm x 25mm)
<b>Maximum Label Size:</b>	6"w* x 48"h (152mm* x 1219mm) - *Up to 8.5"w (216mm) with optional powered rewinder
<b>Inter Label Gap Size:</b>	0.125" – 0.3" (3mm x 8mm)
<b>Black Mark Size:</b>	0.125" – 0.3"
<b>Label Thickness:</b>	0.004" – 0.01" (0.1mm – 0.3mm)
<b>Manual Cutter:</b>	Included
<b>Manual Unwinder:</b>	Included, 6" max width, 6" OD (152mm) on a 3" core (76.2mm)

## Operating Environment:

<b>Display:</b>	Front panel touch screen
<b>Operating Systems:</b>	Windows 7, 8, and 10 (32 and 64 bit)
<b>Data Interface:</b>	USB 2.0 connection
<b>Operating Temperature:</b>	41 – 104°F (5 – 40°C)
<b>Storage Temperature:</b>	-40 – 140° F (-40 – 60°C)
<b>Operating Humidity:</b>	15 – 80% RH, 20 – 80% recommended
<b>Non-operating Humidity:</b>	10 – 90%
<b>Warranty:</b>	1-year



**In-House Label Solutions for Every Level of Production**

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