



# 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)

**Proven HP® Inkjet print technology**

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

**Easy-to-use front panel touchscreen**

Makes setup and adjustments quick and painless

# L301 Specifications

## General:

Print Technology:	HP Thermal Inkjet
Print Resolutions:	Color: Up to 4800 x 1200 optimized dpi color; Black: Up to 1200 x 1200 rendered dpi
Print Speed:	Approximately 1.8 in/sec (46mm/sec) when printing a 2.2 inch wide (56mm) image in draft mode
Size:	19"w x 21.5"d x 7"h (48.3cm x 54.6cm x 17.8cm)
Inks:	Black single pigment ink cartridge; Tri-color single dye ink cartridge
Core Size	3" (76.2mm)
Media Types:	Compatible with wide range of paper, polyester, polypropylene, and vinyl label stocks. Supports gap, black mark, and continuous media
Media Sensing:	Auto calibration and auto detection of gap and black marks
Minimum Label Size:	1.75"w x 0.75"h (45mm x 19mm)
Maximum Label Size:	6"w* x 4.8"h (152mm* x 1219mm) - *Up to 8.5"w (216mm) with optional powered rewinder
Inter Label Gap Size:	0.125" – 0.3" (3mm x 8mm)
Black Mark Size:	0.125" – 0.3"
Label Thickness:	0.004" – 0.01" (0.1mm – 0.3mm)
Manual Cutter:	Included
Manual Unwinder:	Included, 6" max width, 6" OD (152mm) on a 3" core (76.2mm)

## Operating Environment:

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



In-House Label Solutions for Every Level of Production