

UK: Natural & Organic Products



From April 11-12 Primera Technology Europe is attending Natural & Organic Products Europe 2010, London, UK, recognised as the leading event of its kind in Europe, it's the 'must attend' trade exhibition for anyone involved in the business of selling natural, sustainable, organic, and healthy lifestyle products.

This year, Primera will present its brand-new LX900e Colour Label Printer together with the LX400e and the AP-series label applicators - the perfect machines for all the buyers and suppliers on this business event.

Visit us at stand 3031 and get a free run of 100 printed labels!

Other Shows to See Primera Products



A very busy month ahead also for Primera Partners, showing the Disc Publishers and Label Printers on different show all over Europe:

Empack Den Bosch, NL with **Logi Label** stand L1241 - April 7-8,

BioStyle CS with **Sovte** in the wonderful Prague - April 9-11,

Expovisual, Napoli, IT with **PrimeTec** - April 16-18,

DTE, Athens, GR with **Expand Digital** - April 16-18,

easyFairs Verpackung, Zurich, CH with **Eurebis** - April 21-22,

Sign Africa, Polokwane, ZA with **GSW** - April 22,

Decorex, Cape Town, ZA with **GSW** - April 23-27,

Wine & Spirits, Prague, CS with **Sovte**, April 27-29.

We wish all our partners good speed for their shows.

Did you know...?



As we take pride in offering quality service and the highest quality products we are always eager to get your feedback. See what customers are saying about Primera Technology at <http://primera.eu/en/markets/comments.html> and if you like to send us your comments, please email to marketing@primera.eu.

FOR MORE INFO,
VISIT US AT PRIMERA.EU

FX1200e Product Launch Europe



Even if it is still a month away we like to let you know that we are very excited about our participation at IPEX 2010 at the NEC Exhibition Center in Birmingham, UK. This global event for print, publishing and media will be the right background to launch the new FX1200e Digital Finishing System. Label finishing has never been this fast and affordable and you will be amazed how easy it can be.

So, mark the date: May 18-25, 2010 and watch our YouTube [PrimeraEU](http://www.primera.eu) account. There will be a new video online soon.

Software Developer's Kit (SDK).



A newly-updated SDK (Version 3.2) for all Primera Disc Publishers was posted last week at <http://www.primera.com/developer/supportdeveloper.html>.

This is an important update for Primera's developers who integrate our products into their solutions. Applications utilizing the SDK include medical imaging, police video and surveillance, DVD and CD disc-on-demand, computer forensics and many others. This updated version is for Windows-based computers. Please note that a comprehensive Mac SDK is also available from our support website.

Xi-Series Network Software



PTPublisher NE Network Edition has been updated to include support for our new Xi-Series Disc Publishers. PTPublisher NE is the perfect way to share a disc publisher over an office network. Even if customers don't need it immediately, it's a good thing for them to know about for the future. PTPublisher NE supports all current disc publishers except DP-SE.

Did you know...?



Many technical questions can be answered by reading Primera's Knowledge Base. For a quick resolution to your problem type your question in the search box or click on KB to browse through all of the articles:
<http://www.primera.com/knowledgebase.html>



Besides the headquarter located in the US, Primera is also represented by an European office in Wiesbaden called Primera Technology Europe™ and one in Hongkong for the Asian-Pacific area called Primera Asia.

PRIMERA
TECHNOLOGY EUROPE™

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