

New Windows SDK for 4100-Series



We're pleased to announce to all Authorized Resellers, Distributors and Integrators that a new Software Developer's Kit for Primera's new Disc Publisher 4100-Series is now available. This new version supports all Primera Disc Publishers since Disc Publisher II. It includes a number of new enhancements to make it even more robust and versatile than ever before. To download the new SDK v3.3.0 a password is needed. Release notes and a programmer's guide to v3.3.0 are located on the download page. If you have any questions, feel free to email to sdk@primera.eu.

Primera 4100 OEM Print Engine



Primera's 4100-Series inkjet technology delivers a new industry standard for speed, reliability and ease of use. The 4100 OEM Print Engine is shipped with a generic printer driver that can be easily adapted to the OEM's brand and terminology. As shipped, the unit is UL-listed and FCC-approved. A sturdy metal frame with precise locating feet makes it fast and easy to mechanically mount on a variety of OEM robotic platform

More information and PDF brochure:
<http://primera.eu/en/pages/disc-publisher-4100-oem.html>

Powerful Software - Easy to Use



We are proud that the "Software Initiative Deutschland" (SID; www.softwareinitiative.de) awarded during CeBIT 2011 Primera Technology with the "Software Award 2010" for their software suite PTPublisher and won against more than 60 other manufacturers. Criteria for the award were the functionality and usefulness of the software for Primera's Disc Publishers.

<http://primera.eu/en/press/2011/software-award.html>

This Month's Partner Shows



Kuva & Kamera, Helsinki, FI with **City Plus Oy**, stand 34, **April 2+3**,

Natural & Organic Products Europe, London, UK with **Primera Europe**, stand 3031 **April 3+4**,

Medtec, Birmingham, UK with **KTEC**, hall 9, **April 6+7**,

Enolitech, Verona, IT with **PrintMedia**, pad.F stand E7, **April 7-11**,

Graf & Pack, Celje, SL with **Etinal**, **April 12-15**,

Printcom, Plovdiv, BG with **Dilcom**, **April 13-16**,

Agraria, Cluj-Napoca, RO with **GSR GRUP**, **May 4-8**.

FR: Case Study CX1200e/FX1200e



From wine press to printing press

Six months ago, few people outside the world of the Bordeaux wine business knew Francis Comberton, who owns a modest 17 hectares vineyard close to the village of Galgon. Apart from wine, design and artistic creation fascinate him. Having conceived an original form of wine label, he tried – in vain – to find in his region a printer able to print small quantities at a reasonable price. This obstacle led him into an entirely new business!

"Thanks to the CX1200e Digital Color Label Press and the FX1200e Digital Finishing System I can satisfy a market niche that most of my customers were unaware of," says Francis Comberton, founder of Speed Etiqu.

Read more: [Case Study](#)

RX900e – Now Available in Europe



Primera's new RX900e – the world's first and only full-color RFID "on-demand" label printer – is now shipping. Labels are printed, encoded, verified and dispensed one at a time. Utilizing the latest in high-resolution color inkjet technology, the RX900e prints labels and tags at speeds of up to 4.5" (114mm) per second.

Learn more about the RX900e Color RFID Label Printer at primeralabel.eu/en/pages/rx900e-rfid-label-printer.html.

Please note that different RFID frequencies are required for different countries. Primera Europe will initially support 869MHz (Europe). Depending upon demand, other frequencies may be available. Please consult with your Primera sales representative for details on what frequency is approved for use in your country.

A new whitepaper is available for download: [RX900e WhitePaper](#)

New Laminat for FX1200e



A new laminat for FX1200e is available. 057555 laminat has a much better quality and noise reduction than 057551 which will be replaced. Specifications: 057555 Lamination Film Roll, 1.8 mil Clear Polypropylene, 209mm x 762m (8.25" x 2500')

Eggs-tra Special Easter!



A bright wish to share the joy of Easter time with your friends and family from all the Primera Europe staff.

FOR MORE INFO,
VISIT US AT PRIMERA.EU