

FX1200e Makes Debut at Labelexpo



Primera brought its tabletop CX1200e to Labelexpo Europe along with its new companion, the FX1200e finishing system.

"Labelexpo Europe was a huge success for us. We didn't think that our first time attendance in 2009 could be topped, but this year's show did it," said managing director Andreas Hoffmann. "Our stand was crowded all day long with high-qualified visitors that wanted to see our machines running."

The FX unit allows for lamination, die-cutting, matrix removal, slitting, and rewinding. Cutting is accomplished by up to four knife blades. The finisher moves at 6.1 meter per minute, as will a typical cut job. Of course, the more intricate the cut, the longer it takes.

Besides the CX-FX combo new products were introduced as well, for example the new CX1000e that prints on pre-die cut labels. But the product won't be available before first quarter of 2012.

"Labelexpo is the perfect show for our products and the success speaks for itself. Therefore, we already rebooked for 2013 with a stand double the size of this year."

You couldn't make it to the show and like to see what you missed? No problem; a few photos are online at [Primera Pictures Labelexpo](#)

Primera Partners with JVC



Primera announced a new model of its Archive-Series™ Disc Publishers, now with recordable drives and media from JVC Advanced Media U.S.A., Inc.

JVC Archival Grade DVD-R complies to the Optical Disc Archive Test ISO/IEC10995, which states that recorded data can be retained safely for more than 30 years under a temperature of 25 degrees Celsius and with 50% relative humidity. The nonprofit organization, ADTC, carried out the test and certified.

Continue reading the complete press release on Primera's website at [press release](#).

In Memory of Steve Jobs



On Oct 5, 2011, the world lost a visionary and creative genius when co-founder and former longtime CEO of Apple, Steve Jobs, passed away. He lost his fight with cancer at age 56. You cannot deny that Mr. Jobs helped the entire computer industry move forward and helped to create some of the most advanced technology of our time.

Primera would like to offer our condolences to the family and friends of Steve Jobs. He and his vision will be missed!

"Stay hungry, stay foolish." – Steve Jobs

This Month's Partner Shows



October continues what started in September: a lot of shows all over Europe. Primera Europe and its partners show the Disc Publishers and Label Products at:

Smart Automation, Linz, AT with **BSR Idware** - Oct. 4 - 6,

Pakkaus, Helsinki, FI with **City Plus** stand 3B27 - Oct. 5 + 6,

SFRO, Paris, FR with **Opale** stand 14 - Oct. 5 - 7,

Packaging Innovations, London, UK with **KTEC** stand VG21 - Oct. 6 + 7,

CeBIT Bilisim, Istanbul, TR with **Primera Europe** hall 3, stand 3 A-19/03 - Oct. 6 - 9,

Anuga, Cologne, DE with **Primera Europe** hall 7.1, aisle D, stand 135 - Oct. 8 - 12,

Gitex, Dubai, UAE with **Business Connection** hall 2, stand 200 - Oct. 9 - 13,

Druck + Form, Sinsheim, DE with **Primera Europe** hall 6, stand 6205 - Oct. 12 - 15,

Photo & Film Expo, Johannesburg, ZA with **GSW** - Oct. 13 - 16,

Cibustec, Parma, IT with **Primetec** hall 6, stand I 050 - Oct. 18 - 21,

Propak Cape, Cape Town, ZA with **GSW** hall 2, stand A-14 - Oct. 25 - 27.

We wish all our partners good speed for their shows.

IBC Video Interview



From September 9-13, 2011 Primera presented for the first time its **DP-4100 Series Disc Publishers** at the IBC show in Amsterdam, the Netherlands.

Therefore, a camera team of leading broadcast magazine tv-bay stopped by our stand in hall 7 to interview our sales colleague Matthias Denich.

Watch the short film at

<http://primera.eu/europe/shows/2011/2011-IBC-NL/>.

All other Disc Publisher related videos can be found at

<http://primera.eu/europe/videos-disc-publisher.html>.

Besides the headquarter located in the US, Primera is also represented by an EMEA office in Wiesbaden, Germany, called Primera Technology Europe™, one in Hong Kong for the Asian-Pacific area, called Primera Asia Pacific and one in São Paulo, Brazil, called Primera Latin America, for South and Central America.

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