

## DE: CeBIT Summary

CeBIT

For Primera Technology Europe each year the first week of March is all about CeBIT. Deutsche Messe – organising company of the event – claims that CeBIT is the biggest, most international event of the digital industry. It for sure is the most important event in Germany for Primera's Disc Publisher line.

Being held from March 6 – 10, 2012 at Deutsche Messe fairground in Hannover, Germany, CeBIT covered every section and every segment of the ICT world. And though Primera is a CeBIT veteran, the company was located for the very first time in the Planet Reseller area.

This year Primera put its main focus on possible applications not only for its Disc Publishers but also for its label printers. On different workstations main solutions like automated archive verification, patient disc production, RFID and on-demand label production, further to that brand-new CX1000e Color Label Printer could be seen in action at Primera's stand.

Besides the sole product presentation Primera wanted to get in touch with its German resellers in order to get some feedback about what the manufacturer could do to better support them in their attempt to sell the products. "It was very interesting and insightful to talk with so many different, old and new partners and resellers," summarized Andreas Hoffmann, Primera Europe's managing director for operations. "The input was very positive and we will do our best to meet their expectations as best as possible."

In case you couldn't visit CeBIT and Primera this time have a look at

<http://primera.eu/europe/shows/2012/2012-CeBIT-DE/> to get some impressions.

## IT: IPACK IMA Summary



Processing, Packaging and Material Handling – this was the motto for the international audience at IACK IMA and a perfect location for all of the Primera label printers and accessories, especially the new CX1000e Color Label Printer and the CX1200e/FX1200e Digital Label Press and Finisher combo. A big "THANK YOU" to our Italian partners, which were helping with great effort to make this a very successful show. Please see some impressions as well at:

[primeralabel.eu/europe/shows/2012/2012-IPACK-IT/](http://primeralabel.eu/europe/shows/2012/2012-IPACK-IT/)

## CX1000e Launch of Sale



All these past events including the shows of our partners ensured that sales of the new CX1000e got off to a good start. Advantages of printing labels in-house on the CX1000e color label printer are recognized as a new business challenge and all the speciality applications will have now the perfect machinery for their needs.

## MX-12e Now Available!



Primera's new MX-12e Matrix Removal System makes it easy to remove waste matrix, while slitting and rewinding your labels to finished rolls. It's perfect for use with virtually any thermal, thermal transfer inkjet and laser-based desktop label printer, including Primera's CX1000e Color Label Printer.

See the MX-12e in action on YouTube:

<http://www.youtube.com/watch?v=QJ3WG5VTcEM>

or on Primera Europe's website at:

[primeralabel.eu/en/pages/mx12e.html](http://primeralabel.eu/en/pages/mx12e.html)

## NEW: Web Page for Installer Discs



Your installer CD got lost? Now we've started to have replacement copies of the setup files that were on the CD available for download:

<http://primera.eu/en/driver/installer-discs.html>

This new service just started and will be completed soon.

## This Month's Partner Shows



**Sign Africa**, Durban, ZA with **GSW**,  
ICC stands B7-B11, **March 14 + 15**,

**Label Summit Africa**, Cape Town, ZA with **GSW**,  
stand 24A, **March 19 + 20**,

**Reklama Polygraf**, Prague, CS with **Sovte**,  
stand SH, **March 20 -22**,

**Food & Drink Expo**, Birmingham, UK with **KTEC**,  
NEC stand G199, **March 25 - 27**,

**Sign & Digital**, Birmingham, UK with **KTEC**,  
NEC stand P74, **March 27 - 29**,

**Pro Digital**, Lisbon, PT with **Marque TDI**,  
**March 30 - April 01**,

**Natural & Organic Products Europe**, London, UK with  
**Primera Europe**, Olympia stand 3031, **April 01 + 02**.

We wish all our partners good speed for their shows.

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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