

New Disc Publisher Overview



In advance of our attendance at CeBIT we took the chance to design a complete new overview brochure for our Disc Publisher series. Visitors at CeBIT liked it very much, especially as it shows besides the current technical specifications a lot of possible applications for Primera's Disc Publishers. Businesses and organisations of all types use Primera's Disc Publishers, including videographers, filmmakers, production and post-production houses, musicians and record studios, television and radio stations, photographers, marketing/PR departments and agencies, government departments, schools and universities, worship centers, software companies, hospitals and many more.

Just a few of the most popular applications include video and music content, security footage, software, medical records and imaging, back-up and archival, press kits, trade show handouts, instruction and training manuals, technical documentation, presentations, catalogues – the possibilities are almost endless!

See the new styled brochure on our webpage...

<http://primera.eu/en/brochures/DP-Productline-EN.pdf>

... and if you like it, feel free to download and print it.

UK and Scandinavia: NOPE show



Delicious, authentic food from all the biggest natural and organic food and drink brands plus hundreds of dynamic start ups and speciality artisan producers, nearly every successful new natural beauty product – all this was seen at the UK's biggest and only dedicated natural beauty event. Natural & Organic Product Europe show on 1st and 2nd April was the perfect location for all of the LX-Series Primera colour label printers and accessories. With help of our British partners this again was a very successful show and besides our attendance at Natural Products Scandinavia in October 2012 Primera rebooked again for next year.

Please see some impressions at: [show album](#).

This Month's Partner Shows



EasyFairs Verpackung Schweiz, Zurich, CH with **Eurebis**, hall 5 stand L20, **April 24 + 25**,

Vino & Destiláty, Prague, CS with **Sovte**, **April 25 - 27**.

SV: Case Study CX1200e/FX1200e



We published a new Swedish case study on the following link (still in Swedish yet, but the English version will follow soon). It took seven years for company Printikett to find the right digital equipment. Now they print digital labels like never before and the jobs just drop in. Read more at:

primeralabel.eu/sv/case-studies/CX-FX-GrafisktForum-Printikett-SV.pdf

FR: CXe/FXe customer video



Some time ago we published the French case study with Francis Comberton, who owns a modest 17 hectares vineyard and opened an entirely new business with our CX1200e/FX1200e Digital Label combo. For those of you, who haven't seen it already, just read more here:

[Speed Etiq Case Study](#)

Winemaker Francis Comberton, who founded last year the company Etiq Speed talks in this nice video about his old and new business and how quickly he became known in the label business. Watch the video on Dailymotion:

http://www.dailymotion.com/video/xl9fcc_le-viticulteur-devenu-primieur_creation

Did you know...?



Which print quality and which resolution you choose depends upon your specific disc production or label production requirements. We have different cost comparison overviews on our website, which might help you make your decision easier:

Disc Cost Comparison for Sample Disc Publisher CD/DVD Layouts:

primera.eu/en/pages/disc-cost-comparison.html

Label Cost Comparison for CX1200e, LX900e, LX810e, LX400e Samples:

primeralabel.eu/en/pages/label-cost-comparison.html

Label Cost Comparison for Sample Labels printed on LX900e:

primeralabel.eu/en/pages/lx900e-cost-comparison.html

Label Quantity and Quality Comparison for LX-Series Label Printers:

primeralabel.eu/en/pages/lxhowmanylabels.html

Basketful Of Easter Wishes!



The Easter bunny is hopping... no, he's hoping you have a wonderful Easter. A bright wish to share the joy of Easter time with your friends and family.



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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