

NEW: CX1200e Die-Cut Upgrade Kit



CX1200e Die-Cut Label Upgrade Kit available

Save time and money by printing 216mm wide, black marked pre die-cut stock with the CX1200e. All you need is the CX1200e Die-Cut Label Upgrade Kit SKU 074530. This kit includes a new feeder door with black-mark sensor and installing instructions. Have your own pre-die cut stock made locally or select from a range of Primera's label stock or ask for a custom label quote.

NEW: CX-Series Die-Cut Label Stock



New sizes added

Because of increasing demand new pre-die cut labels will be available for the CX-series of digital label printers shortly:

- Circle labels with 25, 40 or 95mm diameter
- Squared labels with 25, 40 or 60mm width
- Rectangular labels with round corners 70 x 30mm
- Special-shaped wine label 72 x 96mm

For a complete list of available sizes please visit our website at <http://primeralabel.eu/europe/die-cut-stock.html>.

IT: CX/FX Combo Case Study



Family business Frantoi Cutrera is located in the territory of Chiaramonte Gulfi, in the heart of the Hyblaean Mountains (Monti Iblei) in Southeastern Sicily. For generations the family cultivates oil with love and dedication. In 2011 Frantoi Cutrera purchased the CX1200e Color Label Press and the FX1200e Digital Label Finisher. Read at

primeralabel.eu/en/case-studies/CX-FX-Cutrera-CaseStudy-EN.html

why the investment was made and how the company can now reduce the total cost of producing small label quantities and therefore can better meet the demands of existing customers and certainly win new ones. Frantoi Cutrera is even introducing a new line of canned food for which they use the CX/FX combo system to produce all the new labels. That will help to reduce the time needed until the system is amortized.

USA: LX900e Video Case Study



Primera Technology visits Peace Coffee Roasting Company in Minneapolis, MN, to find out how its LX900e Color Label Printer is helping to expand the business with many new private label customers and short-run coffee roasts. Watch the video case study at

<http://primeralabel.eu/europe/case-studies.html>

Primera in the Financial Times



Primera Europe is proud to announce that our managing director of operations, Mr. Andreas Hoffmann, was recently interviewed for the Financial Times Germany. The article, which covers the complete product range of Primera is published today, July 5th, and is also available at the Business Technology website. Even though the feature is in German, for those of you who are interested you can read the complete article on BusinessTechnology at following link:

biztechreport.de/2012/07/markieren-und-etikettieren-im-akkord/

No Partner Shows This Month



So we hope you will enjoy your summer holidays and have some beautiful and relaxing days. We are always at your service in our European office in Wiesbaden. Let's sneak a peak into the future! Be prepared for following August shows:

Sign Africa, Joburg, ZA with **GSW**, Sandton CC, **August 22 - 24**,
Markex, Cape Town, ZA with **GSW**, CTICC, **August 23 - 25**,

NL: IBC 2012 Amsterdam



Even if there are still some weeks to go we know that September will be a very busy time of the year. So get ready now for the most important date in Autumn for the global electronic media industry. IBC is featuring more than 1,300 exhibitors, a conference that pioneers new technologies and attracts the leading thinkers in the industry worldwide. Primera offers you FREE entry to IBC. With this ticket you will receive a 6 day travel pass, which you can pick up from information Points onsite.

Log on to www.ibc.org/registration and enter the customer ticket code **11830**.

Did you know...?



Beside the different cost comparison overviews on our website we did some test prints, offering some label cost examples on the CX1200e/CX1000e Digital Color Printer. Following PDF in three different languages illustrate the possibilities with special shaped cutlines and give you some ideas about printing costs as well:

Label Cost Comparison for CX1200e/FX1200e Samples - EN: Label-Cost-Samples-CX-EN.pdf

Label Cost Comparison for CX1200e/FX1200e Samples - DE: Label-Cost-Samples-CX-DE.pdf

Label Cost Comparison for CX1200e/FX1200e Samples - IT: Label-Cost-Samples-CX-IT.pdf

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.