

Happy New Year!



On behalf of the staff at Primera Europe we hope that everyone had a sparkling New Year's Eve and greeted 2013 warmly. Normal days are coming back and these next weeks and months there will be a number of outstanding news and new products, so keep on reading our news via this [Monthly Newsletter](#), [LinkedIn](#), [Facebook](#) and [Twitter](#) or just stay up to date with our websites.

IT: CX1000e Success Story



After writing about the first CX1000e installation in France, we now have a new Italian CX1000e customer, who is very excited about Primera's first colour laser printer in the world that prints on pre-die cut label rolls. In November 2012, Primetec installed Primera's new CX1000e system at the herbal plant Erbaflor Peruzzo in Novi Ligure. Erbaflor is one of the oldest and most established herbal companies in the North of Italy. The company produces more than 700 herbal products, including dietary supplements, perfumes, essential oils and natural cosmetics as well as personalized product lines for contract manufacturing. In time the need for quantitative products has gradually grown. Sure and confident of the print quality and experience Erbaflor had with [Primera's inkjet-based printers](#), the company decided to purchase a larger colour label printer for pre-die cut label stock. By choosing Primera's CX1000e Color Label Printer in combination with the Matrix Removal System Erbaflor can produce professional UV-, water-, solvent- and abrasion-resistant labels – perfectly suited to meet the highest quality requirements. Because ... the quality is in and outside of the jar.

Read the success story in Italian or English:

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

or use the direct links:

<http://primeralabel.eu/en/case-studies/CX1000e-Erbaflor-CaseStudy-EN.html>

<http://primeralabel.eu/it/case-studies/CX1000e-Erbaflor-CaseStudy-IT.html>

New CX1000e Label Stock & Promo



By end of January 2013 we will introduce 16 new pre-cut stock sizes in paper matte and paper high gloss. A detailed list can be found on the website at

<http://primeralabel.eu/europe/die-cut-stock.html>

For a limited time we will offer a free matte and a free glossy roll for testing to existing and new CX1000e customers, please contact our sales team for details.

DE: DP-4102 Success Story



CompuKöln burns on Primera

For over 20 years CompuKöln is a leading company in the archiving sector. When it comes to precise management and audit-proof archiving, numerous banks, insurance companies and large industrial companies rely on the document management system (DMS) "CompuArchiv" for many years.

"For us, the Disc Publisher DP-4102 is the perfect addition to our product line, especially as we are very pleased with the performance." (With the Primera Disc Publisher in practice up to 40,000 media were burned so far.) "Overall, Primera offers a very good value for money, so we can recommend this product to our customers for professional applications," said RU Schliebusch.

Read the success story in German:

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

or use the direct links:

<http://primera.eu/de/case-studies/DP-4102-CompuKoeln-CaseStudy-DE.html>

This Month's Partner Shows

JAN
2013

Sigep, Rimini, IT, Hall B4, Stand 8,
with **PrimeTec**, [January 19 - 23](#),

Agrartage, Nieder-Olm, DE, Zelt A2, Stand 37
with **One Point Storage Systems GmbH**, [January 23 - 25](#),

Arab Health, Dubai, UAE,
International Convention & Exhibition Centre, MH39
with **Primera Technology Inc./Primera Europe**,
[January 28 - 31](#),

Szö.észet és pincészet, Herninf, HU,
with **Amsy jelolestechnika**, [January 30 - February 02](#),

Mac World, San Francisco, USA,
with **Primera Technology Inc./Primera Europe**,
[January 31 - February 02](#),

Primera's WaterShield BD Promo



As you know, JVC launched their LTH Blu-ray Disc (BD-R) finally in WaterShield quality, the **first** WaterShield Blu-ray Disc in the world, that works with all of Primera's ink-jet based disc publishers in the same quality you know from the CD and DVD WaterShield media.

We still have some of our free sample kits, which contain a CD, DVD and BD Watershield disc and are a great tool to see the full range of JVC's available WaterShield products we have. To get your free sample kit, please register at the following web page: <http://primera.eu/promo/bd-sample.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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