

## LP130e Now Shipping



We're getting close to first shipments of LP130e. First introduction at last years Label Expo was generating a lot of interest and we are pleased to announce the improvement and first production of this innovative laser marking system. Primera's new LP130e Durable Label Printer is built to be used right on your desktop or workbench, making the laser marking process easy and convenient.

Labels produced on LP130e are designed to be replacements for etched metal plates as well as thermal-transfer laminated polyester bar code labels. Both "smoke" and "smokeless" types of substrates are available.

LP130e-Produced Labels Withstand:

- Harsh outdoor weather conditions for 5+ years
- Extreme sunlight/UV exposure
- Extreme temperatures from -50°C to +200°C
- High abrasion – including blowing sand and dirt
- Tampering due to available tamper-evident features
- Chemicals such as grease, oils, gasoline and many others.

Brochure, features and technical specifications are available on:

<http://primeralabel.eu/en/pages/lp130e-laser-marking-system.html>

## IT: CX1200e/FX1200e Success Story



18 months after the installation of the Primera CX/FX Digital Combo Label System, Eta Beta Adv Srl reflects on the machines and its conquest of the growing market called "small quantities of printed label rolls"

When asking him why he chose the CX-FX1200e system, Mr. Lorini answered: "The choice fell on Primera rather than on the competition for the completeness of the offered solution. To my knowledge it's still the only system available on the market, that offers an integrated workflow for digital printing and die cutting by using a single software, is easy to use and saves a lot of time." The CX1200e printer is the only one that allows you to print on rolls in high resolution, up to 4800 dpi to be precise. With the FX1200e Digital Finisher you can create labels in any shape and size without the cost of mechanical dies or plates. By eliminating die costs and waiting time for new punches a high value is added, which is impossible to achieve when using traditional print technologies.

During the 18 months after installation customers that turned to Eta Beta for their printing service of short label runs are manufacturers of chemicals, cosmetics, food and many others.

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/CXFX1200e-Etabeta-CaseStudy-EN.html>

<http://primeralabel.eu/it/case-studies/CXFX1200e-Etabeta-CaseStudy-IT.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.

## This Month's Partner Shows

FEB  
2013

**IT Partner**, Paris, FR,  
with **Ingram Micro**, February 05 - 06,

**IT Partner**, Paris, FR, Stand A10  
with **BlueStar France**, February 05 - 06,

**Farm shop and more**, Harrogate, UK, Stand E4  
with **KTEC Group**, February 10 - 13,

**Biofach**, Nuremberg, DE, Hall 7, Stand 7-719  
with **Primera Europe**, February 13 - 16,

**Broadcast Video Expo** London, UK, ExCel, Stand A14,  
with **Primera Europe**, February 26 - February 28.

## UK: Primera at Broadcast Video Expo



The latest broadcast and production technology:

BVE is your best opportunity to see the latest developments in technology for content production, management and delivery. Don't miss the chance to see the latest and fastest Primera Disc Publishers for Blu-ray, DVD and CD production.

Be sure to visit Primera Europe at stand A14 to get the option for a **10% back rebate**: <http://primeralabel.eu/mailings/bve-2013>

## DE: Primera at Biofach



The organic sector meets again at BioFach in Nuremberg from 13.-16.2.2013 and we're there, too! We sincerely invite you to visit us on stand 719 in hall 7 at BioFach 2013, where we would be pleased to present our latest products.

## DE: Primera at CeBIT



See Primera in Hannover, Germany at CeBIT, the largest IT-Show worldwide from March 5-9. Besides the worldwide fastest Disc Publishers DP-4100 series duplicators we will demonstrate the latest innovation from our label division, the LX900e Color Label Printer, the worlds fastest desktop inkjet printer in its class.

You are welcome to visit us at the Planet Reseller Area in Hall 14, stand K19 to get the real experience and discuss with our staff. In addition we have vouchers for all new resellers.

Get your tickets today by sending an email to [messe@primeralabel.eu](mailto:messe@primeralabel.eu)

## Did you know...?



Our all new Disc Publisher brochure and LX-series brochure are now (beside English, Spanish, French and Italian) also available in German language:

**Disc Publishers & Printers - DE:**

<http://primeralabel.eu/de/broschueren/DP-Productline-DE.pdf>

**Label Printers & Accessories - DE:**

<http://primeralabel.eu/de/broschures/LX-Productline-DE.pdf>