

CX/FX User Label Contest



In many of the last issues you could read about case studies which were showing customer satisfaction and making us proud of high quality services and products of superior quality.

You could see how customers use Primera's products in various areas and implement many interesting ideas <http://primeralabel.eu/europe/case-studies.html>.

Catching up on this and the successful label contest at last year's Emballage show Primera likes to give their CX/FX users the opportunity to show their own selfmade labels to the world. Please send us at least min. 1, max. 10 of your original printed label and a photo of a labeled product to be part of the Primera Label Contest.

Please send as well **name, company, category/industry, printer model, colours used, quantity, run length** (in hours, days, weeks), **printing costs, label material, reason for using** a Primera product, **permission** to use the label file and product image for Primera Customer Label Sign

All together should be send via post to:

Primera Europe GmbH "CX/FX User Label Contest"
Mainzer Strasse 131, 65187 Wiesbaden/Germany

All senders have the chance of an exclusive exhibition at Graphitec, Paris, FR, Stand 4 D 006 from the 11th to 14th June and will be rated by an international Jury.

First prize is a toner-set having a value of 1.400,- Euro.

DE: BioFach Summary



This February Primera Europe attended BioFach show in Germany. We've presented our most economical Color Label Printer, the LX900e. Its individual ink cartridge system lets you replace only the ink cartridge that has been depleted. You'll print "greener" by not wasting ink if your designs use more of one color than another.

Primera Europe also presented the CX1000e Color Label Printer for short- to medium-run waterproof and highly UV-resistant product labels in various sizes.

Enjoy some pictures at:

<http://primeralabel.eu/europe/shows/2013/2013-Biofach-DE>

HU: Impressions Wine Show



Our partner Amsy Jelolestechnika presented the whole range of our Color Label Printers and Applicators designed for in-house production of professional-quality product labels at Szőlészet És Pincészet/Vineyard and Winery Show in Budapest, Hungary.

Some nice impressions:

<http://primeralabel.eu/europe/shows/2013/2013-Wineshow-HU>

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



Apimell, Piacenza, IT,

with **Print Solution**, March 01 - 03,

CeBIT, Hannover, DE, Hall, 14, Stand K17

with **Primera Europe**, March 05 - 09,

MecSpe, Parma, Italy,

with **PrimeTec**, March 21 - 23,

Portugal Print, Oporto, PT,

with **Marque TDI**, March 07 - 09,

Pro2Pac, London, UK, Stand S2201

with **KTEC Group**, March 17 - 20,

Subfornitura Mecspe, Parma, IT,

with **Primetec**, March 21 - 23.

Tips of the Month



To get your Disc Publisher work properly, be sure to do all of the following:

- Constantly clean the contacts of the printhead carriage with a lint-free cloth. This will help your Disc Publisher to identify the cartridges.
- If the Disc Publisher has a "shadowed" print after the change of a print head, you need to install the print-head firmware update:
<http://primera.eu/en/driver/firmware.html>
- Generally it's essential to accomplish a firmware update (<http://primera.eu/en/driver/firmware.html>) for the printhead in the 3rd generation. You recognize the new printhead because of the 2 screws on the bottom side.

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 world's fastest desktop inkjet printer in its class, the LX900e Color Label Printer,

You are welcome to visit us at the Planet Reseller Area in Hall 14, stand K19 to join the conversation. In addition we have vouchers for all new resellers.

Get your tickets today by sending an email to messe@primera.eu

UK: Pictures Broadcast Video Expo



World's Fastest Disc Printers and Publishers at Broadcast Video Expo. The new Primera DP-4100-Series sets new industry standard for high-speed desktop disc production.

Some nice impressions:

<http://primera.eu/europe/shows/2013/2013-BVE-UK>