

## NEW: LP130e Announcement



LP130e is a new, optimized version of our previous DL500e Durable Label Printer. LP130e has a number of significant improvements including print speeds up to 25% faster than DL500e. It also is compatible with a wider variety of laser markable tapes, labels and tags. In addition the product's new name more accurately describes the device as a "laser marking system," making it more apparent that it utilizes a high-powered laser for marking instead of inkjet or thermal transfer inks which generally have less durability than laser-marked materials.

Complete product details are available at:  
<http://primeralabel.eu/en/pages/lp130e-laser-marking-system.html>

Watch the new product movie at:  
<http://www.youtube.com/watch?v=l3mieTv49ig>

## NEW: Label Material - LX-series



We are introducing a new Vintage Paper Material for inkjet printing, specially designed for the LX-Series colour label printers. The new material will be unveiled to the wine trade at the London International Wine Fair 2013 in London this May. It has a plain paper surface, a water-soluble glue and an unbleached liner. While the new material can be described as biodegradable. Regardless of that this means its composition is not waterproof, customers who have seen it so far have observed that the print looks outstanding beautiful. We can say it is a 'green' label, so we are positive it will become a great seller this year.

Combined with its LX-Series colour printers, the new Vintage Paper Material provides wine producers or bottlers with a cost-effective system for producing labels in full colour for short runs or bespoke bottlings.

Read the press release and see the picture at:  
<http://primeralabel.eu/en/press/2013/liwf-vintage-paper.html> or visit us at London International Wine Fair to see for yourself.

Specifications are available at the link below, for prices please contact our sales team.

<http://primeralabel.eu/downloads/supplies/TuffCoat-Vintage-Matte-Paper.pdf>

## UK: Primera at LIWF Show



The London International Wine Fair is coming up this month in UK where Primera Europe is attending with the whole LX-series printer line. We are looking forward to share experiences, ideas and thoughts with visitors and show some amazing wine label samples you are now able to print by yourself. We're also happy to be an official sponsor of this years LIWF Pocket Guide, you can't miss our huge poster in the entrance area.

## Don't Forget our Label Contest



Our CX/FX1200e Label Contest is still running until end of May. We already got some nice and very impressive and creative samples, which are showing what amazing labels you can produce with the CX/FX combo. So don't miss the chance to win the first prize: **a toner-set having a value of 1.400,- Euro.**

For further information, please visit:  
<http://primeralabel.eu/mailings/label-contest/>

## NEW: FX400e Metallic Ribbons



The FX400e is known, as the label beauty farm which adds shiny gold and silver to create outstanding labels. Now this got even better with two new metallic ribbons in **blue** and **red**, which looks simply fantastic, even on plain labels. In fact by looking at the whole range of metallic and spot color ribbons we have now available, the FX400e runs a little competition to the LX-series printers as you can even produce whole labels from plain stock just with the FX400e by multiple print runs. Contact our sales team to get more information and samples on these new materials.

## NEW: Adhesive Stock for CX-Series



We are pleased to announce a number of new label stock for the CX-series which will become available the next weeks.

L312RMPW216 **Multiprint White** FMC RP30 WG85

L312RAW216 **Antique White** FMC RP30 WG85

L312RAC216 **Antique Cream** FMC RP30 WG85

L312RPSG216 **Satin Gold** RP51 WG85 (best with Laminate)

L312RPPS216 PP **Silver** RP37 HD70

L312RKB216 **Kraft Brown** RP30 WG85

In addition we will stock two new special materials from USA

057510 **Premium GHS approved white matte Polyester**

057514 **Vintage Textured Paper - Eco Green**

The 057514 Vintage Textured Paper is the laser version of the ink jet Vintage material which features an unbleached liner as well water removable glue.

As usual, samples can be obtained from sales, a sample book is available in limited qty's.

## Upcoming Primera and Partner Shows



We wish all our partners much success and as usual good speed at their shows. You can meet Primera representatives at:

**Africa Health Exhibition and Conference**, Johannesburg, ZA, Stand 2L16 with **Primera Europe**, **Mai 07 - 09**,

**London International Wine Fair**, London, UK, Stand F2 with **Primera Europe**, **Mai 20 - 22**,

**Global Automotive**, Stuttgart, Hall 3, Stand 4326 with **Primera Europe**, **June 04 - 06**,

**Graphitec**, Paris, Port de Versailles, stand 4 C 006 with **Primera Europe**, **June 11 - 14**,

Or see Primera products in action at the following partner shows:

**Sign and Digital**, Birmingham, UK, Stand P74 with **KTEC Group**, **April 30 - Mai 2**,

**Converflex**, Milano, IT, Pad 3 Stand P13 R12 with **PrimeTec**, **Mai 07 - 11**,

**North print and pack**, Harrogate, UK with **KTEC Group**, **Mai 14 - 16**,

**Reklama & Polygraf**, Prague, CS with **Sovte**, **Mai 14 - 16**,

**Printcom**, Plovdiv, BG with **Dilscom**, **Mai 15 - 18**,

**SHT Symposium**, Bern CH with **Eurebis**, **Mai 31**.

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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