

VOTE: Christmas Label Contest



Due to the overwhelming success of our online label contest for CX/FX produced labels during Labelexpo in Brussels this year, we decided to run this again for our short to mid run LX-series printers.

This new online contest is running from now till 13th of December 2013 and everyone can participate by sending up to three pictures of their labelled products to contest@primera.eu or mail the physical labelled products by post to us.

The labels should contain a Christmassy or wintery element and must be produced on either LX-series label printer and/or FX foil printer systems. All participating labels will be displayed at an album on our Facebook page.

To vote, just visit :

<https://www.facebook.com/primeraeurope>

Read the full press release:

<http://primeralabel.eu/en/press/2013/weihnachtslabelcontest.html>

Case Study: Christus Centrum Limburg



With the help of Primera's Disc Publishers, the "Christus Centrum Limburg", a non-profit association, prints and burns around 10 000 CDs per year of Sunday services sermons and distributes them out to interested people for free.

As an evangelic congregational chapel it's their vision to share the gospel up to date – using CDs and DVD's is a perfect communication tool for young and old.

Read the full story (only in German):

<http://primera.eu/de/case-studies/DP-4100-CCL-CaseStudy-DE.html>

Optimized Support Ticket System



We are proud to introduce a new ticketing system in our support division which makes communication more efficient as well gives you the ability to check the status of your support ticket online. Keep sending your mails to support@primera.eu and you will notice in our reply a ticket-ID in the headline which must not be altered or removed as this ticket ID ensures that your replies will always lead back to the correct case. Furthermore the provided link in the ticket enables you to check the status of your repair as well add further information to our support team.

Free Label Samples



Not convinced yet, how or if our label printers or digital label presses can improve your business? We want you to look and see for yourself! That's why we're offering free customized label samples with your design so you can compare with other printers and technologies. Just contact your authorized Primera partner or our sales team at sales@primera.eu to get help in what we need to prepare you a label sample of your specific design.

NEW: FX400e Christmas Edition



Christmas time is coming soon and you can feel the magic in the air with all the sparkling, lightning and blinking out there. Join these special Christmas effects and add shiny metallic gold and silver elements to your labels with our FX400e Foil Imprinting System. Now we even have them also in blue and red for more creativity like adding blue snowflakes or a red christmas balls to your personalized seasonal labels.

Make your products stand out at retail, helping you sell more. It also adds a touch of elegance and luxury, enhancing the value of your products.

FX400e is an optional accessory to Primera's LX-Series Color Label Printers or other inkjet-based label printers and comes with a gold roll when purchasing it. The christmas edition comes with an extra silver roll at no extra cost which is an extra 99,- EUR value. The FX400e christmas edition can be ordered until 21th December 2013 – you can start right after receiving the FX400e with your season designs.

More information:

<http://primeralabel.eu/en/pages/fx400e-foil-imprinter-primera.html>

Watch the FX400e screencast (only in German):

<http://primeralabel.eu/de/pages/fx400e-screencast.html>

"Taste13" Innovations at Anuga



Our semi-automatic label applicator that makes it fast and easy to precisely apply product and identification labels onto a wide range of flat surfaces, was chosen as a Top Innovation product at this years Anuga.

We're proud that we were part of it:

<http://tinyurl.com/mrwmfyd>

Upcoming Primera and Partner Shows

NOV 2013

We wish all our partners much success and as usual good speed at their shows. You can see Primera products in action at the following partner shows:

All-Pack, Bukarest, RO,
with **GSR Group SRL**, **October 30 - November 03**,

DigiExpo, Helsinki, FI, Stand 341,
with **City Plus Oy**, **November 01 - 03**,

Interfood & Drink, Sofia, BG,
with **Dilcom**, **November 06 - 09**,

SGPath/SSPath, Baden, CH,
with **Eurebis**, **November 07 - 09**,

Enovitis, Milano, IT,
with **Primetec**, **November 12 - 16**,

Polygraphinter, Moscow, RU, Stand C117,
with **Infotech & Services**, **November 12 - 15**,

Empack, Zwolle, NL, Stand A1000,
with **LogiLabel**, **November 13 - 16**,

Besides the headquarter located in the US, Primera is also represented by an EMEA office in Wiesbaden, Germany, called Primera Technology Europe™ and one in Hong Kong for the Asian-Pacific area, called Primera Asia Pacific.

PRIMERA
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