

Primera Trio – Press Assets



Primera Trio, the smallest and lightest all-in-one portable printer, will be released worldwide later this year.

For all of you who are interested in product images, press releases and background information of the Primera Trio we created an extra space for press assets online.

Get all press information at primeratrio.eu/press-assets/

If you haven't seen the video yet, watch it at primeratrio.eu/pages/video.html

Primera at Broadcast Video Expo



We're exhibiting at the UK's essential broadcast and production technology event, the BVE 2015 in ExCeL, London February, 24 - 26.

This time we will not only show our Disc Publishers at stand B24 but also the well-known Disc and Flash Towers of Vinpower Digital EMEA and our brand-new Primera Trio portable paper printer.

Wait ... paper printing at BVE?

Considering the fact, that production time is equally as expensive as broadcasting time, Primera Trio is a real time and money saver. It happens all the time that video scripts, production notes, etc. are needed – and of course there's not always a working printer nearby. That's why the portable Primera Trio is needed.

Stop by for a demo and see for yourself that big things come in small packages.

Get your free ticket code and visit us at stand B24 primera.eu/mailings/bve-2015/

Additional 12 months warranty for free!



Did you know that by registering your product you get 12 additional months warranty for free? You just need to register your Primera device within the first 6 months after purchase. It'll only take 2-3 minutes of your time to register your product online on our website. It's worth it!

What's required for registration?

We need your name, address and a valid e-mail address, the name and serial number of your Primera device and a copy of your receipt.

Learn more at:

primera.eu/en/pages/support.html

Or read the PDF information:

primera.eu/europe/Registration-Support-RMA.pdf

OR register at:

primeralabel.eu/en/form/register.html

CX/FX1200e Case Study



Primera visited the CX1200e Color Label Press and FX1200e Label Finishing System user **Clef Des Champs** to see how the machines are helping their business.

Clef Des Champs manufactures traditional herbal products and offers flavoursome, top quality organic teas, culinary herbs and spices.

Watch the case study:

youtu.be/EBiyaaWlgz8

Primera Label Printer Know How



We've updated our **know how section** on our webpage. You can find key applications of LX-Series, (updated) label cost comparisons, image guidelines, printing alternate labels, LX supply overview, optimal EPS settings and more

Visit the overview of "How to"-PDFs:

primeralabel.eu/europe/know-how.html

Tip of the Month – Disc Publisher



The "No robot found" error in PTPublisher can typically be resolved by performing one of the following: Making sure the printer driver is installed, trying other USB ports, using another USB cable, checking computer permissions, disabling UAC, or restarting the computer.

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:

Biofach, Nuremberg, DE, **Hall/Stand 1-200**, with **Primera Europe**, **February 11 - 14**,

Enomaq, Zaragoza, ES, **Hall 9 Stand 06**, with **Primera Europe**, **February 24 - 27**,

BVE, London, UK, **Stand B24**, with **Primera Europe**, **February 24 - 26**.

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

LogiMAT, Stuttgart, DE, **Hall 1 Stand 1F10**, with **Marschall**, **February 10 - 12**,

Empack, Lillestrøm, NO, **Stand A1-01 and A1-30**, with **ACT Gruppen**, **February 11 - 12**,

Biofach, Nuremberg, DE, **Hall/Stand 9-645**, with **Karley Deutschland**, **February 11 - 14**,

Packaging Innovations, Birmingham, UK, **Stand J4**, with **KTEC**, **February 25 - 26**,

Detrop/Oenos, Thessaloniki, EL, **Hall 8 Stand 25**, with **Expand Digital**, **February 26 - March 1**.

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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