



## COLOUR RFID PRINTING WITH PRIMERA'S RX900E COLOUR RFID TER

RX900e is the world's first and only on-demand colour RFID label printer.

RX900e Colour RFID Printer is the world's first and only full-colour, on-demand label and tag printer that also has built-in RFID encoding technology. The RFID reader/encoding module is supplied by Intermec®, a global leader in RFID technology. It is compliant with EPC Global Gen 2 Class 1 and ISO 18000 –b and –c specifications.

“Until now, on-demand RFID labels and tags could only be printed in monochrome,” said Mark D. Strobel, Primera's vice president of sales and marketing. “With RX900e, you can add colour coding, high-resolution colour graphics and even photo-quality images to RFID labels and tags as they're being printed. We



are confident this capability opens up an entirely new set of exciting and cost-effective applications for RFID technology.”

RX900e is designed for applications that need both colour and RFID, including:

File folder tracking – medical, government, insurance and more,

Retail and apparel tags – for indicating sizes by colour and anti-counterfeiting,

Data tape tracking – for indexing by colour, bar codes and RFID,

Pharmaceutical labels – for printing photos of pills and for anti-counterfeiting,

Oversized ID badges – for printing colour photos and enabling electronic access/tracking at conventions and trade shows, concerts, marathons and other events,

Wristbands – with full-colour, high-resolution photos of patients and patrons and integrated RFID for tracking, positive ID and concessions.

Printer drivers are included for Windows® XP/Vista/7 along with NiceLabel® SE for Primera and a starter version of Seagull Scientific's BarTender® label design/RFID software. RX900e is priced at €3995 (£3521) MSRP. It is available now from Primera's resellers and distributors worldwide.

## BELTON WENSLEYDALE CHEESE CROWNED SUPREME CHAMPION

Shropshire cheesemaker, Belton Cheese has won the coveted Supreme Champion at this year's Royal Bath and West Show. In a class normally dominated by British Cheddars, the family run business was crowned Supreme Champion for their exceptional Wensleydale cheese. President of the Royal Bath and West Society, the Countess of Wessex, presented Belton with their trophy.

The Royal Bath and West National Cheese Awards play host to the finest cheeses in the country and this year was no exception with more than 850 entries. Belton Cheese celebrated a tremendous haul



of 4 gold, 7 silver and 3 bronze medals. This impressive medal tally

meant that Belton Cheese was also awarded the prestigious

“Cheesemakers Trophy for Excellence”. Further to this, they retained the “Aplin and Barrett Perpetual Challenge Trophy” for yet another year.

Commenting on the win, Justin Beckett, Managing Director said, “We are absolutely delighted to have won 14 medals and to top it off by becoming the Supreme Champion is incredible. These awards and trophies are the culmination of dedication and hard work of everyone at Belton Cheese. With such stiff competition from fine cheesemakers, we are so proud that our Wensleydale has been deemed the best.”