



PRIMERA  
TECHNOLOGY EUROPE

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PRODUCE NEWS

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# PRIMERA TECHNOLOGY EUROPE

## SMALL IS BEAUTIFUL

### WITH A BACKGROUND IN PRINT INNOVATION, PRIMERA TECHNOLOGY EUROPE OFFERS INKJET AND LASER PRINTING SOLUTIONS FOR SMALL AND SPECIALIST FOOD PRODUCERS



The UK has many artisan food and beverage producers but short-run and print-on-demand solutions have not always been available or affordable.

Harnessing the latest inkjet and laser technologies, Primera Technology Europe supplies a range of printers to suit the number and quality of labels required by its customers – whatever their size.

“The UK is one of our biggest markets, so we’re very focused on it,” says Anke Both who looks after public relations at the company. “We have many food producers as customers; many are small or specialist manufacturers, producing oils, sauces and dips, some offer handmade products and some are drinks producers.”

Customers can choose from Primera’s LX-series of inkjet label printers, or its CX/FX colour digital laser printing and finishing systems.

“Smaller companies usually start with pre-designed or even handmade labels, but when they get

bigger they need to professionalise the production of their labels and also to produce and apply their labels quicker and better,” says Anke Both. “That’s why we offer them the smaller entry-level colour label printers like the LX500e and LX900e.”

Later this spring the company will launch its LX500e into the European market. “It’s our new entry-level printer. Until now we had the LX400e as our smallest model, but we have improved this with a new print engine, doubling the maximum print speed from 25mm per second to 51mm per second. The capacity of the ink cartridge is higher and also an optional built-in cutter is available.”

The company also offers label accessories such as re- and unwinders or applicators, so customers in the food and drink industry have all the equipment they need to produce and apply labels in any shape and size.

Originally part of Fargo

Electronics until the printing and publishing division separated in 1998, Primera Technology’s global headquarters is in Plymouth, Minnesota, USA.

In 2000 Primera Technology Europe was established in Wiesbaden, Germany, to service the European, Middle Eastern and African regions. From this European base, 45 employees offer support to distributors and customers – from marketing and sales to logistics, service and technical support.

Trained UK-based distributors also provide sales and support, including onsite demonstrations, and customers can take advantage of two-year warranties, backed up by 24/7 support via phone or live online chat.

All of the printers are manufactured in the US or at the company’s overseas facility in

Montego Bay, Jamaica, and Primera continually reinvests in new technology to improve the range and quality of its print solutions.

As well as regularly attending shows, either alone or supporting its distributors, Primera operates print and online marketing campaigns, including social media activity in recognition of its power to inform customers.

Moving forward, Primera will continue to look for new markets to expand into.

“We have a strong team and the label market is continuously growing,” says Anke Both. “Our customers are now realising they need more than just a standard label. The demand is growing for individualised labels. With huge potential in the label market, first and foremost in the food and drink sector, and also for our specialised printers like the ones for medical needs, we are very optimistic for the future.”

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