

## Label Printer on Shows



Welcome to our May 2012 newsletter. Here's the latest news this month: This year's packaging event in Zurich, Switzerland was very professional organized by our partner Eurebis and offered the perfect scenery to show the new CX1000e in action. It has proved a great success and also a real crowd-puller for all involved. Please see some impressions of the show: [Easy Fairs Zurich album](#)

Speaking of important events: The London International Wine Fair is also coming up later this month in UK where Primera Europe is attending with the whole LX-series printer line and first time in England with the new CX1000e Digital Colour Label Printer. 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. If you like to see this new opportunity, free visitor tickets are available by registering.

As this are just some of the many upcoming events this season, we wish all our partners much success and as usual good speed at their shows.

## This Month's Partner Shows



**Cosmofarma**, Rome, IT

with **Galeno Sistemi**, hall 5 stand C32, **May 04 - 06**,

**79th International Agricultural Fair**, Novi Sad, RS

with **Etinal**, **May 12 - 18**,

**Hispack**, Barcelona, ES

with **Sanbesan**, hall 3 stand D409, **May 15 - 18**,

**London International Wine Fair**, London, UK

with **Primera Europe**, Excel stand G11 **May 22 - 24**,

**Hopital Expo**, Paris, FR

with **Coding**, Porte de Versailles, Pavillon 1, **May 22 - 25**,

**Sign Africa**, Kiepersolrant, Bloemfontein, ZA

with **GSW**, **May 30**.



## SV: CX/FX Combo Case Study



**At Printikett one likes small runs.** It took seven years for Printikett Sweden to find the right digital equipment. Now they print digital labels like never before and the customers just continue to come. "Now with our new digital label printer, suited for smaller runs, it's almost exactly the way we want it and the order books are full."

See how Primera's CX1200e/FX1200e Digital Label Combo is used in Sweden:

[primeralabel.eu/en/case-studies/CX-FX-GrafisktForum-Printikett-EN.html](http://primeralabel.eu/en/case-studies/CX-FX-GrafisktForum-Printikett-EN.html)

## Vertical Applications



German partner Karley presents a very user-friendly solution for Primera Disc Publishers: RoboPhoto - **the** solution for photographers. This software has been created in collaboration with school photographers for school photographers. All that's needed is a computer, a Primera Disc Publisher and the RoboPhoto Software. Ask the developers for an International version.

Watch the video here: <http://robophoto.karley.de/>

## Software Developer's Kit (SDK)



PTBurn SDK is currently available in version 3.3.4 and works together with SureThing 5.2.661. For all of you having to deal with more frequent support requests about PT-BurnSDK 2.x.x: The PTBurn SDK 2.x.x is end of life since 5 years and is not supporting any of our current roboter systems. Please update all old systems with the most recent printer driver, SureThing and the current PTBurn SDK. If you have any questions, feel free to contact Peter Sanger at [psaenger@primera.eu](mailto:psaenger@primera.eu).

## RX900e Award "Best of 2012"



It's not the first time Primera's RX900e, the world's first and only on-demand color RFID label printer, attracts attention. After receiving the « Coup de Coer » award at the Graphitec show in Paris and the nomination for the Label Industry Global Award we are now delighted and proud to be awarded by the German "Initiative Mittelstand" with the "INNOVATIONSPREIS" for the RX900e again. From more than 2500 submitted entries the printer was one of the most innovative products and got awarded by the jury with "Best of 2012".

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 Sao Paulo, Brazil, called Primera Latin America, for South and Central America.

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