

FR: Emballage Show



In November Primera Europe attends Emaballage show in France for the second time, and as you know from our last newsletter, the CX1000e already got the award of products which are real novelties at the show. Emballage takes place in Paris, November 19-22, 2012. Created in 1947, the show has established itself as the key event of the packaging-related industries in the EMEA area. Our stand is focusing on Primera's industrial label production machines. The company presents for the first time two combo systems that meet the demands and needs of two different audiences: the CX1200e/FX1200e Combo and the new CX1000e/FX1000e Combo.

In addition and for the second time at Emballage we are hosting a label contest, which was a great success two years ago and the last contest winner will now be part of the jury.

Amazing labels produced with CX/FX Combo:

<http://primeralabel.eu/fr/press/braizat-etiquettes.html>

DE: LX-Series Case Study



Labels for Art

Kerstin Jeckel – an artist with passion. Especially the pieces of her famous panel painting series are likewise praised and favoured by art collectors and experts. Kerstin Jeckel's other passion besides her paintings are beautiful packaging and typography. It's no surprise that her panel paintings deserved a special packaging. For each packaging she needed a specially designed label. In search of a fitting solution the artist learned about Primera Technology and its Colour Label Printers, which guarantee brilliant and full-colour label production for all kinds of product packaging. Read the case study at:

<http://primeralabel.eu/europe/case-studies.html>

or use the direct link:

<http://primeralabel.eu/en/case-studies/LX-KerstinJeckel-CaseStudy-EN.html>

DE: Disc Publisher Case Study



CD & DVD in Professional Photography

Ingo Schoppmann specializes in school and nursery photography, weddings and family portraits and uses for photo disc production the RoboPhoto software by Karley Deutschland and the Disc Publisher DP-4102. "Before we had the disc publisher, we had to burn thousands of CDs manually one by one. This took many hours of work and wasn't very professional," said Ingo Schoppmann. Therefore he needed an alternative and buying a Primera Disc Publisher was a success story with big time savings and professional designed medias as outcome.

Read the German case study at:

<http://primera.eu/europe/case-studies.html>

or use the direct link:

<http://primera.eu/de/case-studies/DP-4102-FotoShopmann-CaseStudy-DE.html>

This Month's Partner Shows

NOV 2012

CARTES, Paris, FR, Stand 3 F 098
with **BlueStar France**, November 06 - 08,

Pathologie-Kongress, Kantonsspital St. Gallen, CH
with **Eurebis AG**, November 08-10,

Food Tech, Herninf, DA,
with **ACT Logimark Danmark**, November 13 - 15,

Brau Bevale, Nuremberg, DE, Hall 7, Stand 7-851,
with **Karley Deutschland**, November 13 - 15,

<http://primeralabel.eu/mailings/braubevale-2012/>

Logistica, Utrecht, NL, Stand B096,
with **Logi Label**, November 14 - 16,

Emballage, Paris Nord, Villepinte, FR, Stand 4 DE 106,
with **Primera France**, November 19 - 22,

Vinitech, Bordeaux, FR, Hall 1, Allée B, Stand 2108
with **Graphique Store**, November 27 - 29,

Roadshow, Vilvoorde, BE
with **Tasco**, December 04 + 05.

NEW: USB Duplication Tower



Copies up to 21 USB flash drives with up to 90 MB/s

With 90 MB data throughput per second and 21 individually controllable USB slots the USB Publisher 2100 is one of the fastest USB duplicators in the world. The USB tower, developed by German manufacturer Altec, is pre-installed with Windows 7 (either English or German, other languages upon request) and Altec's PowerSoftware. It's shipped with a built-in DVD drive, mouse and keyboard. That way instant copying of USB flash drives is possible.

In addition SD and other flash cards can be copied by using an optional adapter, saving money, as users don't have to purchase a variety of copy towers for different media types. Furthermore, network integration is easy, which reduces the needed space, maintenance time and total costs.

Read more at: <http://primera.eu/en/pages/usb2100.html>

Did you know...?



We are pleased to announce our new Windows 8 printer drivers and updated software on the same day that Microsoft announces its Windows 8 operating system. Keeping our customers up-to-date with the latest tools to keep their businesses running smoothly is a top priority of everyone at Primera. All current, shipping products are supported with free Windows 8 Driver Updates. Depending upon the product, updated drivers and software are available immediately at primeralabel.eu/Windows8Software.html.

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 São Paulo, Brazil, called Primera Latin America, for South and Central America.

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