

New: Ink Jet Vinyl Material available



Similar to the new BOPP white matte we introduced last year the new Vinyl offers a higher flexibility and attaches easier to curved surfaces. Thanks to the excellent water resistance like the BOPP it can be used for wet-products for example shampoo bottles. The Vinyl ink-jet is a custom order material but we may plan to have a few standard sizes available in the future. Small sample rolls and prints in 4x3 are available, please ask your sales rep. for details.

FR: Emballage Summary



In November Primera Europe attended Emaballage show in France for the second time, and beside the fact, that the CX1000e got the award of products which are real novelties at the show, a contest at Primera's stand took place, where Primera's French distributor LPS awarded the most beautiful label layout produced with Primera's CX1200e/FX1200e combo system.

A committee of industry experts evaluated eleven different label designs. This year's committee, run by Marie Aubin – last year's winner and owner of the French company Braizait Étiquettes – gathered following experts from different parts of packaging and label industry: Jean Poncet, editor in chief of Etiq & Pack, Franck Accornero of international paper and label manufacturer UPM Raflatac, Andreas Hoffmann, managing director of Primera Europe as well as Jean Marc Raimbault of paper manufacturer Manter and Sophie Serrano, owner of pharmaceutical supplier and end user Waiora Serrano.

This year first rank for the most beautiful label went to company Concept Emballage and its label Cuvée Edelweiss.

Read more about the event at:

<http://primeralabel.eu/en/press/2012/emballage-label-contest.html>

Enjoy some contest pictures at:

<http://primeralabel.eu/europe/shows/2012/emballage-label-contest/>

FR: CX1000e Success Story



The first CX1000e is installed in France.

Klinir is a company specialized in sale of hygiene and maintenance products. Laurent Pastout, its manager, was looking for a simple solution for printing customized various aerosols and bottles.

LPS, the distributor of digital printing solutions for label printers and manufacturers in France, found the perfect solution. "Previously, I ordered labels from my printer that required a minimum quantities orders Today, thanks to the CX1000e of PRIMERA, I can print a series of labels from a few tens or more. This allows me to stick closer to the demands of my clients."

Read the success story in French:

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

or use the direct link:

<http://primeralabel.eu/fr/case-studies/CX1000e-Klinir-CaseStudy-FR.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.

This Month's Partner Shows



Even if time is flying and we are heading to the end of the year, there is still some business around with Primera's Disc Publishers and Label Printers this month:

Roadshow, Vilvoorde, BE

with **Tasco**, December 04 + 05.

Did you know...?



Even the best machines sometimes can cause problems and as we take pride in offering quality service for high quality products we created a little help sheet for all the procedures necessary to make this a not so bad issue.

Problem - now what? See our little help at

<http://primera.eu/europe/Registration-Support-RMA.pdf>

Primera Supports Music Talent



Primera Christmas present for this year:

For the second time Primera Technology supports the highly talented "Jim Victor von Ruegen" on his way to become a professional concert pianist. Jim's Christmas album consisting of twelve wonderful Christmas tracks and produced with Primera's Disc Publisher is sponsored by Primera and given away to its business and sales partner worldwide. Of course also private persons receive a free copy of the music album (please send a stamped DIN-A5 envelope).

Read more about the young pianist and singer at:

<http://primera.eu/en/sponsorship/jim-von-ruegen.html>

Listen to this Christmas album and forget the all too typical pre-Christmas stress!

What Do We Love About Christmas?



What do we love about Christmas?
Does our delight reside in things?
Or are the feelings in our hearts
The real gift that Christmas brings.

(Excerpt of "What Do We Love About Christmas?" by Joanna Fuchs)

The year 2012 slowly comes to an end and therefore, we wish you and your family a Merry Christmas, many moments of joy and a Happy New Year.

Thank you for the wonderful working and customer relationship of the last twelve months that we hope to continue in 2013. We definitely keep sending you news and product information as done so in the past and hope some of them will be interesting for you.

Season greetings from the Primera team!

