

Available: New Adhesive Stock for CX-Series



The new label stock, announced in last month's newsletter is now available to order.

L312RMPW216 **Multiprint White** FMC RP30 WG85

L312RAW216 **Antique White** FMC RP30 WG85

L312RAC216 **Antique Cream** FMC RP30 WG85

L312RPSG216 **Satin Gold** RP51 WG85 (best with Laminate)

L312RPPS216 **PP Silver** RP37 HD70

L312RKB216 **Kraft Brown** RP30 WG85

In addition we will stock two new special materials from USA:

057510 **Premium GHS approved white matte Polyester**

057514 **Vintage Textured Paper – Eco Green**

The 057514 Vintage Textured Paper is the laser version of the ink jet Vintage material which features an unbleached liner as well water removable glue. As usual, samples can be obtained from sales, a sample book is available in limited qty's.

Graphitec 2013: „Coup de cœur“



Prior to the French graphic chain exhibition Graphitec the LP130e Laser Marking System from Primera Technology, a leading manufacturer of specialty printers, was selected by an expert jury to be one of twelve "Coup de cœur" new and innovative products. The committee made its choice among 49 products/equipment/services in six categories and Primera's LP130e will be also presented at the "Place des nouveautés" during the exhibition.

Besides LP130e Primera is also presenting its whole range of color label printers including Primera's best-selling CX1200e/FX1200e Digital Printing and Finishing System.

The Graphitec is taking place in Paris, Porte de Versailles, **June 11th to 14th**. Primera's booth is located at **4 C 006**.

Read more in our press release:

<http://primeralabel.eu/en/press/2013/lp130e-graphitec.html>

Postponed: CX/FX User Label Contest



For sure you have heard of our label contest which we announced in March 2013 and which we planned to evaluate and select the winner at Graphitec show in Paris 2013.

If you haven't seen it yet, please have a look at:
<http://primeralabel.eu/mailings/label-contest/>

or in French:

<http://primeralabel.eu/mailings/label-contest/index-fr.html>

We've got already some really nice and also very clever designed labels from around Europe, but still not enough to hold the contest in Paris, so we will postpone the event to LabelExpo 2013.

Label Expo is held in September, so you have plenty more time to participate and get the chance to win one of the 10 prizes.

The **Primera stand at Label Expo is located in Hall 9, stand F50** and we hope for many new and exciting label submissions to give the jury a hard time.

DACH: 10% Promotion for comServio customers



Gestalten Sie Ihre eigenen Etiketten auf dem comServio Portal und überzeugen Sie sich von der hervorragenden Druckqualität des LX900e Etikettendruckers. Wir drucken 10 Etiketten für Sie kostenfrei einen Monat lang und bieten darüber hinaus 10% Rabatt beim Kauf eines Gerätes LX900e an.

Die Aktion läuft in Deutschland für einen Monat und startet am 1. Juni 2013. (Rabatt-Gutscheine werden bis 30.Juni ausgegeben)

Weitere Informationen unter:

<http://primeralabel.eu/mailings/comservio/>

SOS Children's Villages – Touching Experience



Residents and employees of the SOS village community Hohenroth look forward to a technological donation, which will greatly facilitate the sale of their organic products.

In the SOS village community Hohenroth, a Hofgut near Gemünden in Germany, 156 people live in shared apartments with intellectual disabilities. Organic products from Hohenroth are nationally known and popular. Therefore the residents are quite busy to meet the brisk demand. Emerged from a rather random fair contact a remarkable donations cooperation was born, which helps the children's village residents in labeling their goods. According to the motto "Action Instead Of Words". Primera Europe and partner One Point donated an LX900e colour label system to make the production much easier and the labels of the goods better looking.

Read the full story (in German) at:

<http://primeralabel.eu/de/case-studies/LX900e-SOS-CaseStudy-DE.html>

and see pictures of an exciting day:

<http://primeralabel.eu/europe/events/2013-sos-kinderdorf/>

Upcoming Primera and Partner Shows



We wish all our partners much success and as usual good speed at their shows. You can meet Primera representatives at:

Global Automotive, Stuttgart, DE, Hall 3, Stand 4326 with **Primera Europe**, **June 04 - 06**,

Graphitec, Paris, FR, Stand 4 C 006 with **Primera Europe**, **June 11 - 14**,

Or see Primera products in action at the following partner shows:

Rosupack, Moscow, RU, Stand D505 Hall 4, with **Infotech&Services Ltd.**, **June 18 - 21**,

Open House, Hombrechtikon, CH, with **Eurebis**, **June 27**.

Tips of the Month



For all our standard **CX-Series Die-Cut Label Stock** we offer you a Quick Setup Guide ready to download:

<http://primeralabel.eu/europe/die-cut-stock.html>

For all of you who want to **create perfect EPS files for CX-Series** or need **help with converting a PDF file into an EPS file**, we offer a "How to"-PDF:

<http://primeralabel.eu/cx1200e-downloads/OptimalSettingsEPS.pdf>

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.