

Primera Label Printer Promotion



We're very thankful for your loyalty and we want to thank you with a rebate program which is still running until the 12th of December 2013.

Buy any of the following Primera label printers or applicators between November 12 through December 12, 2013 and get up to 1,000 Euro rebate.

| Eligible Models | Mfg. SKU# | Rebate |
|--|-----------------|------------|
| LX900e Color Label Printer | 74412 | 75 Euro |
| LX400e Color Label Printer | 74262 | 200 Euro |
| AP362e Label Applicator | 74294 | 50 Euro |
| CX/FX1200e Digital Label Press/Finisher Bundle | 74212/ 74312 | 1,000 Euro |

More information:

<http://primeralabel.eu/promo/labelprinter-rebate.html>

PARTICIPATE: Win an iPad mini!



Due to the overwhelming success of our online label contest for CX/FX produced labels during Labelexpo in Brussels this year, we decided to do it again – this time for our short- to mid-run LX-series printers.

This new online contest is running from now until 13th of December 2013 and everyone can participate by sending up to three pictures of their labelled products to contest@primera.eu or mail the physical labelled products by post to us.

The labels should contain a Christmassy or winterly element and must be produced on either LX-series label printer and/or FX foil printer systems. All participating labels will be displayed at an album on our Facebook page.

To vote, just visit:

<https://www.facebook.com/primeraeurope>

Read the full press release:

<http://primeralabel.eu/en/press/2013/weihnachtslabelcontest.html>

FX400e Free Silver Roll – Package



The FX400e Christmas Edition is a great success and we have still some more in our stock. Add shiny metallic gold and silver elements to your labels with our FX400e Foil Imprinting System. Now we also have them in various spot colours for more creativity like adding blue snowflakes or red Christmas balls to your personalized seasonal labels.

Purchase the Christmas Edition of the FX400e and receive an extra silver roll at no extra cost which is an extra 99 Euro value. The FX400e Christmas Edition can be ordered until 21st of December 2013 – you can start with your seasonal designs right after receiving the FX400e.

More information:

<http://primeralabel.eu/en/pages/fx400e-foil-imprinter-primera.html>

Watch the FX400e screencast (only in German):

<http://primeralabel.eu/de/pages/fx400e-screencast.html>

NEW: Royal Case Study



The Chiltern Valley Winery, Brewery and B&B is a business passionately committed to providing their customers with products which are uniquely hand crafted to the highest standards, linked with a service which is friendly and informed.

In the labelling facilities at Chiltern Valley's modern production, bottling and labelling plant was using a thermal printer, technical challenging and expensive. They wanted to really raise the quality standards of its labelling.

They arranged a demonstration of the LX900e, and the rest, as they say, is history. The LX900e prints at the same speeds as the old device, but the quality is far higher.

"The whole printing process is now much easier and, just as importantly, accurate. High quality colour labels are easily printable," said Mr. Ealand.

Read the whole story at:

<http://primeralabel.eu/en/case-studies/LX900e-ChilternValley-CaseStudy-EN.html>

Upcoming Primera and Partner Shows



The Christmas time is coming and the "Primera Shows" need a break. In January we're starting as fresh as paint to a new business year and looking forward to the:

Arab Health/Medlab, Dubai, UAE, Stand RA39, January 27 - 30.

Happy, Happy Christmas!



*"Happy, happy Christmas,
that can win us back to the delusions of our childish days;
that can recall to the old man the pleasures of his youth;
that can transport the sailor and the traveller,
thousands of miles away,
back to his own fire-side and his quiet home!"*
~ Charles Dickens ~

Thank you to all of our customers, partners, distributors and resellers for your confidence in us, your loyalty and the pleasant cooperation. It has been again an amazing and successful year. Keep seeking out new opportunities with Primera disc publishers, label printers and accessories in 2014!

Primera Europe is closed for the holidays on December, 23rd until the end of the year. We're back on January 2nd, 2014.

Warmest thoughts and best wishes for a wonderful holiday season and a very Happy New Year!

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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