



NEWS RELEASE

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Flat-Surface Label Applicator Announced by Primera

AP550 Flat-Surface Label Applicator applies labels to bottles, boxes, packages, bags and more.

PLYMOUTH, MN, USA (June 26, 2013) — Primera Technology, Inc. ("Primera"), one of the world's leading manufacturers of specialty printers, today announced its new AP550 Flat-Surface Label Applicator.

AP550 is a semi-automatic label applicator that makes it fast and easy to precisely apply product and identification labels onto a wide range of flat surfaces such as rectangular or tapered bottles, boxes, packages, bags, pouches, lids, tins and much more. Labels are applied straight, without wrinkles or folds, in exactly the location desired. This gives finished products a highly professional look and significantly increases the number of containers that can be labeled per hour versus manually applying labels.

Operation is simple: place the container in the mechanism and pull the arm towards the container. Variable spacing, memory for up to nine jobs, and a counter with built-in LED display are all included. No air-pressure supply is required which can be a significant advantage over other label applicators that require expensive, noisy and maintenance-prone air compressors.

"The AP550 Label Applicator is an affordable, easy-to-use device that helps our customers increase their production rates," said Mark D. Strobel, Primera's vice president of sales and marketing. "Perhaps even more important, it significantly enhance product image. With AP550, labels are applied straight and in precisely the same place on every package. It's well-recognized that the better your packaging looks, the more you'll likely sell."

AP550 is the perfect accessory for labels produced by Primera's popular LX- and CX-Series color label printers and digital label presses. Together, they provide a complete print-and-apply solution that's ideal for a wide range of manufacturers and distributors. Roll or fan-fed labels printed by other methods such as flexographic, offset and thermal transfer can also be applied with the applicator. For round containers such as bottles, cans and jars, Primera also offers its popular AP360 and AP362 Label Applicators.

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Primera will be showing the AP550 Flat-Surface Label Applicator, along with its full range of short-run color label printers and applicators, at the Summer Fancy Food Show in New York City, June 30 through July 2, 2013. Primera's booth is #1656.

Pricing and Availability

AP550 is priced at \$2495 (MSRP) in the USA and Canada. It will be available in early August 2013 from Primera's Authorized Resellers and Distributors worldwide. Prices will vary in regions outside of North America.

Complete product details are available at www.primeralabel.com. Follow Primera on Facebook at www.facebook.com/primertech and on Twitter at www.twitter.com/primertech.

About Primera

Headquartered in Plymouth, Minnesota, USA, Primera is one of the world's leading specialty printer manufacturers. Its products are sold worldwide through Primera Authorized Resellers and Distributors in more than 179 countries.

More information about Primera and its products is available at www.primeralabel.com or by calling 1-800-797-2772 (USA and Canada). Outside of the USA and Canada, call (763) 475-6676 or FAX (763) 475-6677. Email to sales@primera.com.

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