



NEWS RELEASE

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Primera Announces BarTender® Software Now Included with Label Printers

World's most trusted label software lets customers design and print color labels more easily than ever.

PLYMOUTH, MN, USA (April 23, 2014) — Primera Technology, Inc., one of the world's leading manufacturers of specialty printers, announced it is now providing Seagull Scientific's award-winning BarTender® software for label design and printing with many of its color label printers.

BarTender is the world's most trusted software for designing and printing labels, barcodes and more. Its four editions address a wide range of printing and marking solutions, from small, stand-alone printing environments at SMBs to large, automated printing infrastructures at large enterprises.

The Primera LX400, LX900, RX900 and CX1000 Color Label Printers include the BarTender UltraLite Edition, which offers the most frequently used label design features, including most text, graphics, barcode and serializing capabilities. BarTender is the only advanced software for label design, printing and variable data, that supports the CX1000.

"Seagull has supported Primera color printers for years," said Mark D. Strobel, Primera's vice president of sales and marketing. "When our customers told us they wanted more powerful label design capabilities out of the box, it was natural for us to partner with Seagull to provide their BarTender software with our printers."

“We are delighted to extend our partnership with Primera,” said Steve Wilcox, vice president of marketing at Seagull Scientific. “We recently enhanced our support for Primera’s color printing capabilities, and we are happy that so many Primera customers will now find out how easy label design and printing can be with BarTender.”

Current owners of these Primera label printers can download the BarTender UltraLite software free from the support pages on www.primeralabel.com.

About Primera Technology

Headquartered in Plymouth, Minnesota, USA, Primera Technology, Inc. is one of the world’s leading specialty printer manufacturers. Its products are sold worldwide through Primera Authorized Resellers and Distributors in more than 183 countries.

More information about Primera and its products is available on the Internet 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. E-mail to sales@primeralabel.com.

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Notes to Editors: Primera is a registered trademark of Primera Technology, Inc. All other trademarks are the property of their respective companies.

About Seagull Scientific

Seagull Scientific enables organizations around the world to improve safety, security, efficiency and compliance by marking and identifying any and all items of importance. Our BarTender software is the most trusted and best supported solution for designing, printing and automating the production of labels, barcodes, RFID tags, security cards and more. Seagull technology is at the heart of Auto ID solutions for thousands of companies in manufacturing, chemicals, healthcare, food and beverage, aerospace, pharmaceuticals, supply chain/logistics and other industries. With corporate headquarters and software development in Bellevue, Washington, USA, and branch offices in Madrid, Taipei and Tokyo, we deliver our products into more than 150 countries through a global network of distributors and resellers. Learn more at www.seagullscientific.com.

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