



## NEWS RELEASE

For more information:

Amie Hoffner (Media Only)

Primera Technology, Inc.

Phone: (763) 475-6676, Ext. 210

FAX: (763) 475-6677

E-mail: [ahoffner@primeralabel.com](mailto:ahoffner@primeralabel.com)

WWW: [www.primeralabel.com](http://www.primeralabel.com)

Sales Info: (800) 797-2772

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### **Print Short-Run, Full-Color Labels with Primera's New LX810 Color Label Printer**

*The LX810 Color Label Printer prints full-color photos, graphics, text and high-quality bar codes for short runs of product and box labels.*

**PLYMOUTH, MN, USA** (January 16, 2006) – Primera Technology, Inc., a leading developer and manufacturer of specialty printing equipment, today announced its **LX810 Color Label Printer**.

The LX810 Color Label Printer is an inkjet-based printer designed to print short-run, full-color labels at 4800 dpi print resolution. The LX810 prints full-color photos, text, graphics, illustrations and bar code labels. Printed labels are scratch- and smudge-resistant and virtually waterproof.

Targeted applications include primary product and box labels for cosmetics, specialty and gourmet foods, water and wine bottles, private label products, gift baskets, premium items and more. In addition, a wide variety of retail, office and industrial companies can benefit from the use of on-demand, high-quality color printed labels.

Substrates include semi-gloss and high-gloss materials that are highly water resistant. Label size is as small as .75" (19mm) wide and .75" (19mm) long up to a maximum of 8.25" (210mm) wide and 24" (609mm) long.

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The LX810 is easy to set-up and operate. It comes equipped with printer drivers for Windows® 2000/XP and Mac® OS X version 10.2 or higher. NiceLabel™ SE, Primera Edition label design software is included for Windows users. Mac and Windows users can also create graphics in any popular label design software. The LX810 interfaces to either a PC or Mac with a high-speed USB 2.0 connection.

### **Low Price with High-Quality Results**

Primera's LX810 sells for just US \$2495.00 (MSRP). Everything a user needs to get started printing labels is included: the printer, black and color ink cartridges, USB cable, AC adapter, NiceLabel SE, Primera Edition label design software, operator's manual and a sample roll of high-gloss label stock. All common bar codes are included in the NiceLabel SE software, including UPC, EAN, Code 39, Code 128 and 2D bar codes such as PDF417. Replacement ink cartridges cost from US \$42.95 to US \$49.95 each.

The LX810 is available in more than 85 countries through Primera's Authorized Resellers and Distributors.

### **About Primera Technology**

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is the world's leading developer and manufacturer of CD/DVD duplication and printing equipment. Primera also manufactures specialty printers for other industries such as label printing.

More information about Primera, its history and products is available on the Internet at [www.primeralabel.com](http://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](mailto:sales@primeralabel.com). In Europe and Scandinavia, contact Primera EUROPE in Germany by phone at +49-(0) 611-92777-0, by FAX at +49-(0) 611-92777-50 or by e-mail at [sales@primeraeurope.de](mailto:sales@primeraeurope.de).

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