

# NEWS RELEASE

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## **Primera Announces LX900 Color Label Printer**

*LX900 produces short-run full-color labels faster and with increased print quality.*

**PLYMOUTH, MN, USA** (January 19, 2010) – Primera Technology, Inc., a leading manufacturer of specialty printers, today announced its new **LX900 Color Label Printer**.

LX900 is Primera's fastest-ever inkjet color label printer. It produces labels at speeds of up to 4.5" per second – almost 17 times faster than Primera's best-selling LX810 Color Label Printer (for comparable print quality).

Separate ink cartridges for cyan, magenta, yellow and black keep operating costs low since only one color at a time needs to be replaced. The semi-permanent print head utilizes all-new technology to produce razor-sharp text, brilliant graphics and the most photo-realistic printing ever offered on a dedicated short-run label printing device.

"LX900 establishes a new industry standard for print speed, print quality and low operating costs," said Mark D. Strobel, Primera's vice president of sales and marketing. "We listened carefully to our users. They told us that faster printing and separate ink tanks were the most important new features we could offer. At the same time, they weren't willing to sacrifice the excellent print quality they were getting from their existing Primera color label printer. LX900 delivers on all of this and more."

Typical applications include product labels for coffee, wine, water, bakery, confectionary, meat, cheese and hundreds of other specialty and gourmet foods. LX900 is also ideal for private labeling, test marketing, pre-press proofing, industrial product hazardous goods marking and retail labeling.

Printer drivers are included for Windows XP/Vista/7 and Mac OS X 10.5 (or higher) along with easy to use label design software for Windows. Most other popular graphic design programs for Windows and Mac can also be used to design and print labels.

Substrates include many different inkjet-qualified label and tag materials, including Primera's exclusive TuffCoat Extreme™ white and clear polyester and white BOPP. Printed

labels are highly water, scratch, smudge and tear-resistant. Water-resistant paper labels are available in high-gloss, semi-gloss and matte finishes. Label size is as small as .75" (19mm) wide and .75" (19mm) long up to a maximum of 8" (203.2mm) wide and 24" (609.6mm) long.

LX900 is priced at \$2995 (MSRP) in the USA and Canada. It is available now from Primera's resellers and distributors worldwide and at [www.primera.com](http://www.primera.com). The product was formally introduced this week at the 35th Winter Fancy Food Show held January 17-19, 2010 at the Moscone Center in San Francisco, CA.

Complete product details are available at [www.primeralabel.com](http://www.primeralabel.com). Follow Primera on Facebook at [www.facebook.com/primera](http://www.facebook.com/primera) and on Twitter at [www.twitter.com/primera](http://www.twitter.com/primera).

### **About Primera Technology**

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of CD/DVD/BD duplication and specialty printing equipment. Its products are sold in over 85 countries and have been installed at more than 85 percent of Fortune 100 companies.

More information about Primera, its history and label printer and accessory products is available on the Internet at [www.primera.com](http://www.primera.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@primera.com](mailto:sales@primera.com).

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