

NEWS RELEASE

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Primera's LX900 Color Label Printer Adds Pigment Ink Option

PLYMOUTH, MN, USA (February 24, 2015) — Primera Technology, Inc., a leading global manufacturer of specialty printers, today announced the availability of highly-durable pigment inks for its popular LX900 Color Label Printer. Previously, only traditional photo-quality dye-based inks were available.

The LX900's new, specially-designed pigment inks, when paired with Primera's Tuffcoat Extreme Polyjet material, offers far more stability against harsh conditions including water, chemicals, abrasion and exposure to long periods of UV light. A significant advantage of the LX900's implementation of pigment inks is that the printer can use either pigment or dye-based inks by simply changing out the removable print head.

"With LX900, we offer our customers the best of both worlds: traditional dye-based inks when you want perfect, photo-quality labels with the best print resolution available and pigment inks when you need the ultimate in durability without the need for lamination," said Mark D. Strobel, Primera's vice president of sales and marketing. "Switching from one type of ink to the other takes just a few seconds thanks to our removable print head. This is an exclusive feature to LX900 that you simply won't find on other desktop label printers no matter what their price."

Primera's pigment inks meet the standards of BS5609, one of the most rigid durability qualifications in the world for printed output. Printed labels are exposed to immersion in water, salt spray, abrasion and UV light. Conforming to this standard is required for producing GHS hazardous material labels on a desktop label printer.

LX900 sells for \$2995 (MSRP) in the USA and Canada. Pricing in other regions will vary. The new pigmented inks and LX900 printers are available immediately through Primera's Authorized Distributors worldwide.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is one of the world's leading specialty printer manufacturers. Its products are sold through Primera Authorized Resellers and Distributors in more than 222 countries.

For USA, Canada and Latin America, call 1-800-797-2772 (USA and Canada). Outside of the USA and Canada, call (763) 475-6676, by FAX at (763) 475-6677 or by email at sales@primera.com.

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