

# NEWS RELEASE

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*For release on or after February 16, 2009*

## **Primera's CX1200 Digital Color Label Press is Now Shipping**

*CX1200 delivers industry-leading performance at a breakthrough price.*

**PLYMOUTH, MN, USA** (February 16, 2009) – Primera Technology, Inc., a leading manufacturer of specialty printers, today announced that its new CX1200 Color Label Press is now shipping.

The CX1200 Color Label Press delivers short-run, full-color digital label printing at the breakthrough price of just US\$14,995 (MSRP). Utilizing one of the fastest and highest-resolution color laser engines available, CX1200 delivers the quality, speed and flexibility of digital presses costing many times more.

CX1200 is the perfect solution for label manufacturers and print service providers who need to print short runs of just a few labels to tens of thousands of labels at a time. This can be a highly profitable new revenue source while providing a value-added service for existing customers.

Digital label printing has many advantages, including the elimination of plates, set-up, make-ready and clean-up. With a digital press, simply import the images, apply a step-and-repeat with the included software, key in a quantity and press "Enter" on the keyboard.

Key features of CX1200 include:

- 12" (305mm) unwind/rewind – print up to 1250' (381m) by 8.5" (216mm) wide per run
- Up to 2400 dpi print resolution – for smoother gradations, sharper text and graphics
- Up to 27 feet (8.23m) per minute print speed – the fastest in its class
- Extra high-yield toner cartridges – rated for up to 15,000 pages\*

"Until now, a digital press with these capabilities could cost hundreds of thousands of dollars," said Mark D. Strobel, Primera's vice president of sales and marketing.

“CX1200, priced at under \$15,000, brings a new level of price, performance and profits to short-run digital label printing.”

Primera’s PTPrint™ 2.0 RIP Software for Windows XP/Vista® is included. This powerful yet easy-to-use software application is used to import label designs, prepare them for printing, and apply color management tools. CX1200 includes ICC profiles and Pantone®-approved color support.

A wide variety of substrates can be printed on CX1200, including matt, semi-gloss and glossy laser plain papers, white and clear polyesters and PVC. Large 12” (305mm) maximum diameter input and output rolls maximize efficiency.

Primera’s exclusive IntelliTorque™ tensioning control system, a first for a digital press in this category, delivers perfectly-wound output rolls that are ready for off-line finishing.

### **Pricing and Availability**

CX1200 is now shipping and is available factory-direct in the USA and Canada for US\$14,995 (MSRP). The product is also available through Primera’s Authorized Partners in over 85 countries.

### **About Primera Technology**

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of digital presses, specialty printers and CD/DVD/BD duplication and printing equipment.

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@primera.com](mailto:sales@primera.com).

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

\*Average continuous black or continuous composite CMY declared cartridge yield up to this number of standard pages in accordance with ISO/IEC 19798.

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