



NEWS RELEASE

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Primera Announces CX1000 Color Label Printer

New color label printer offers industry-leading performance at a breakthrough price.

PLYMOUTH, MN, USA (December 13, 2011) — Primera Technology, Inc., one of the world's leading manufacturers of specialty printers, today announced shipping of their new CX1000 Color Label Printer.

Designed for in-house production of professional-quality product labels, CX1000 is ideal for producing short- to medium-run jobs from 50 to 5,000 labels per roll in various sizes. With 2400 dpi print resolution and print speed of 16.25 feet per minute (5 meters/minute), CX1000 delivers professional full-color print quality along with high-speed production.

CX1000 prints onto many different laser-qualified label materials including pressure-sensitive plain papers, white and clear polyesters and more. A wide range of approved matte, semi-gloss, high-gloss and specialty food and beverage label materials are available. Primera has also qualified an all-new selection of eco-friendly substrates that are made of up to 100% post-consumer waste.

Printed labels are waterproof, highly scratch, smudge and tear-resistant. Ink is also highly UV-resistant so printed labels can be used indoors or outside. Many of the most popular pre-die cut sizes are in-stock and ready for immediate shipment. Custom sizes are also readily available.

"Primera's new CX1000 is a best-in-class solution for manufacturers and distributors who want to produce higher quantities of their own high-quality labels in-house," said Mark D. Strobel, Primera's vice president of sales and marketing. "Producing your own labels on CX1000 not only saves time and is far more convenient, but it almost always saves you money, too."

Typical applications for the CX1000 include:

- Specialty, organic and gourmet foods and beverages
- Coffee roasters and specialty teas

- Wineries, breweries and distilleries
- Cosmetics and personal care products
- Nutraceuticals and vitamins
- Chemical, household and auto products
- Private labeling
- and much more

Printer drivers are included for Windows XP/Vista/7® or higher. Also included is Primera's easy to use label design software called PTPrint™ 8.0 for Windows.

Pricing and Availability

CX1000 is priced at \$10,995 (MSRP) in the USA and Canada. It is now shipping and available from Primera's resellers and distributors worldwide and at www.primeralabel.com.

Complete product details are available at www.primeralabel.com. Follow Primera on Facebook at www.facebook.com/primeratech and on Twitter at www.twitter.com/primeratech.

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 179 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@primera.com.

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