



## News Release

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### **Pigment Ink is Now Available for Primera's LX910e Color Label Printer**

**PLYMOUTH, MN, USA** (October 16, 2018) – Primera Technology, Inc., a leading manufacturer of digital colour printers, announced today that the highly durable pigment ink is now available for Primera's LX910e Color Label Printer. LX910e is Primera's most recent and fastest-ever desktop colour label printer.

LX910e was initially shipped with a dye-based ink cartridge. Dye ink produces the brightest colours and most vibrant photo-quality images. This helps businesses to sell more of their products by labelling them with the highest quality of the most eye-catching labels.

Now, a new pigment-based ink cartridge can be quickly and easily installed to produce highly durable, UV-resistant labels. Pigment ink is ideal for applications where sunlight, water and chemicals can come in contact with the printed surface of the labels. Pigment ink, when combined with properly matched substrates, resists these challenging environmental conditions and opens many new applications for desktop colour label production, including labels for items that regularly get wet such as bath or shower products, produce, warehouse labels, GHS labels, work-in-progress labels, parking permits, bumper stickers and much more.

"Primera's LX910e Color Label Printer has already become one of the best-selling desktop colour label printers globally with its dye-based ink cartridge. We're excited to now also offer a pigment ink cartridge to expand its use into new applications where high levels of durability are required," said Mark D. Strobel, Primera's vice president of sales and marketing. "Even better, LX910e is the lowest cost desktop colour label printer currently available that can use both dye and pigment ink. We expect that customers will quickly see the benefits and value in having both ink capabilities available to them in one affordable, desktop machine."

## Pricing and Availability

LX910e pigment ink (SKU: 053493) sells for € 67.00 (MSRP) and is available worldwide through Primera's authorized distributors and resellers as well as at <http://primera-shop.eu>. Primera Europe continues to offer 24 months warranty (the standard 12 months plus additional 12 months for free upon product registration on its website) for all European units.

Complete product details are available at <http://primeralabel.eu>. Follow Primera on Facebook at <http://www.facebook.com/primeraeurope> and on Twitter at <http://www.twitter.com/primeraeu>.

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### 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 200 countries.

More information about Primera, its history and products is available on the Internet at <http://primeralabel.eu> or 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@primera.eu](mailto:sales@primera.eu).

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