



News Release

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Primera Introduces FX500e Foil Imprinting System

Metallic foils enhance labels by adding a touch of elegance.

WIESBADEN, GERMANY (23 October 2017) – Primera Technology Europe, European headquarter of leading manufacturer of specialty printers Primera Technology, Inc., today announced its new FX500e Foil Imprinting System.

FX500e is Primera's new and improved foil imprinter, adding brilliant metallic highlights to pre-printed or blank labels. It's the perfect accessory to Primera's LX- and CX-Series colour label printers and other laser- or inkjet-based label printers. As the imprinting process is digital, virtually any design elements can be added to the label including borders, fonts, graphics and backgrounds. Metallic foils enhance product labels, because a message of luxury and elegance is conveyed that emphasizes the quality and value of each product.

Metallic foils in gold, silver, blue and red are available as well as various spot colours and clear foil. When printed onto pre-printed labels, clear foil not only adds a professional, glossy finish but also makes labels virtually waterproof and UV resistant, allowing longer exposure to natural and artificial light sources. Additionally, the clear film adds a high degree of resistance to chemicals, cleaning solutions and other harsh environmental factors.

Fast print speeds and a low purchasing price allow users to quickly and cost-efficiently produce shiny labels on-demand in the amount that is actually needed. FX500e costs less than the foil imprinter it replaced, which was called FX400e. The MSRP of Primera's FX500e is € 499 while the FX400e was priced at € 599.

Additional features include:

- 300m ribbon capacity
- Easy media and ribbon loading with an improved guiding mechanism to secure the label path
- Optimised printing results
- Reduced printing noise
- Easy and hassle-free maintenance

The FX500e is easy to set-up and operate. Printer drivers are included for Windows 7/10 along with BarTender Ultralite and NiceLabel Free 2017 Primera Edition Software (both for Windows), four colour ribbon starter rolls and an external supply adapter for 25 mm or 76 mm (1"/3") roll cores, holding larger input rolls of up to 216 mm (8.5") outer diameter.

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>.

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.

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