

IPEX 2010: Primera Is Showing Its New Label Solutions

At IPEX show, held at NEC, Birmingham, May 18-25, 2010, Primera

Technology, a leading manufacturer of speciality printers is presenting its label solution to the British audience. The company is attending IPEX for the very first time and is located in hall 19, booth # C775. Primera is showing its brand new LX900e Color Label Printer. It's the fastest-ever inkjet colour label printer and produces labels at speeds of up to 4.5" per second – almost 17 times faster than Primera's best-selling LX810e Color Label Printer (for comparable print quality). Separate ink cartridges for cyan, magenta, yellow and black keep operating costs low since only one colour at a time needs to be replaced. Print resolution is up to 4800 dpi, producing brilliant photos and graphics and razor-sharp text. "LX900e establishes a new industry standard for print speed, print quality and low operating costs," said Mark D. Strobel, Primera's vice president of sales and marketing. "Our customers told us that faster printing and separate ink tanks were the most important enhancements we could offer. We're pleased to offer these features and more with this exciting new product." Besides its new inkjet label printer Primera is also introducing its digital label solution for medium runs – the CX1200e Color Label Press – to the IPEX visitors. Utilizing one of the fastest and highest-resolution color laser engines available, CX1200e delivers the



quality, speed and flexibility of digital presses costing many times more. CX1200e is the perfect solution for service bureaus and a broad range of manufacturers who need to print from just a few labels to tens of thousands of labels at a time.

Key features of CX1200e include:

- 305 mm unwind/rewind – print up to 381 m by 203 mm wide per run
- Up to 2400 dpi print resolution – for smoother gradations, sharper text and graphics
- Up to 5 m per minute print speed – the fastest in its class
- Super high-yield toner cartridges – rated for 16,500 pages

"Until now, a digital press with these capabilities could cost hundreds of thousands of dollars," said Mr. Strobel. "CX1200e brings an entirely new level of price, performance and profits to short-run digital label printing."

For more information call +49 (0)611 92777-0 email sales@primera.eu or visit www.primeralabel.eu.



Big names sign up to UK's first supply chain competition

An interactive web-based competition, which helps businesses train its staff to understand the impact a supply chain has on company performance, has been

launched by supply chain consultants, SCALA Consulting. Global brands Kraft Foods, Heinz and Kimberly Clark along with European supply chain leaders Wincanton, have become the latest companies to sign up to The Fresh Connection online competition. It encourages teams of professionals from all industries to compete against each other online, challenging participants to save a failing 'virtual' business by focusing on the main elements of the supply chain process, including operations, sales and procurement. Over a seven week period, starting on 12 April, it involves weekly heats during which teams will make tactical and strategic decisions to save the business - each stage demonstrating its importance towards the process of creating an efficient supply chain.

For more information visit www.thefreshconnection.co.uk.



New Director Research and Development at emnos

On 1 January 2010, emnos International established the new Research and Development department under the leadership of British software and management expert Karim Stefan Hyatt. The objective of the newly aligned department is to further boost added value for customers. In addition to optimising products and services for retailers, the portfolio for the consumer goods sector and the gambling and gaming market is to be further expanded. "We have great products and offer our customers a unique service – the comprehensive industry know-how of our consultants backed up by our software products," explains Hyatt, adding: "Good technology has to offer customers real added value. I am looking forward to getting down to business with the team and creating solutions that will enable our customers to stay ahead of the competition." Hyatt has a degree

in Computer Science from the University of East London, is a member of the British Computer Society and the UK Engineering Council and has many years of experience in the computer sector. emnos is a consulting and services company that helps retailers and their suppliers achieve customer-centric growth. Their clients include 4 of the top 10 UK retailers as well as other leading brands including The National Lottery,

British Gas, BP, Sporting Bet and Air Miles. emnos is a subsidiary of the Loyalty Partner group of companies and operates in several countries like Germany, UK, France, Spain, Poland, US and Australia.

For more information

visit www.emnos.com.

