

Get More. Get a CX1200 Digital Label Press and FX1200 Finishing System from Primera®



CX1200
COLOR LABEL PRESS



FX1200
DIGITAL FINISHING SYSTEM

There are lots of choices these days in the digital label press arena. It can all be very confusing. To help clear things up, we'd like to point out something that you may not know: Primera's CX1200 Digital Label Press and FX1200 Digital Label Finishing System are the best-selling mid-sized digital label production systems sold in the world today. Why? Because they're packed with features and benefits simply not available from others. They're also an exceptional value.

Here are ten more reasons why the CX1200 Digital Color Label Press and FX1200 Digital Label Finishing Systems could be the right choice for your business:

1. They just work. Right out of the shipping crates, your new CX/FX will be up and running in about an hour. We include pre-loaded videos to show you all of the steps to get started. For those who'd like to get some hands-on training first, we offer classes for your digital press operators at our offices around the world at no extra charge. We'll even pick up the tab for food and lodging when they attend one of our highly-regarded two-day training classes.*



2. We're number two. Behind HP Indigo®, we believe that more Primera digital label production equipment has been sold than any other brand. HP has been doing it about a decade longer than us, but we're catching up. We cost about ten times less than an HP Indigo, so hopefully it won't take too long.

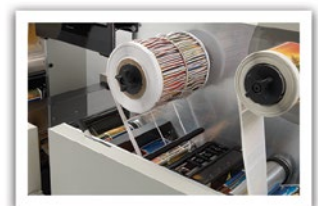
3. Our print quality is exceptional. Here's something you'll find interesting and actually kind of fun: send the exact same print file to Primera and to any or all of our competitors. Ask for 100 consecutive feet (about 30 meters) of output. You be the judge about whose print quality and consistency through a continuous run is best. We win this one pretty much all of the time.



4. We offer a complete solution. Primera's CX1200 and FX1200 were specifically designed for each other and are operated off of the same software. In fact, we like to think of FX1200 as Primera's "secret weapon" because most other digital press vendors don't have anything even remotely like it. Instead, they'll refer you to various third-party finishing systems – many of which look like they're built in someone's garage – and wish you luck. When something goes wrong, multiple vendors can all blame each other. With Primera, there's only one finger to point.



5. Really fast finishing. Speaking of FX1200, did you know that Primera's FX1200 is the world's first and only multi-blade digital label finishing system (patent pending)? Up to four blades increases production speeds up to four times compared to single blade systems. And because no dies are ever required, you'll save time and money on every job you run.





6. You get a money-back guarantee. Primera has been building specialty label printers for more than 35 years. We've learned a lot during that time about building solid, reliable products and backing them up with service and support that's second to none. So if you're not happy with any of our products, or if producing digital labels just isn't the right fit for your business, it's no problem. We'll give you your money back.*

7. They're UL-listed and FCC compliant. Unlike some of our competitors, all Primera digital label presses, printers and finishing systems are listed by Underwriter's Laboratory (UL) for the USA and Canada. The UL mark proves that Primera's products have been independently tested by a third party lab to meet stringent standards for product and operator safety – a critical feature that should not be overlooked. Ask your insurance company why this is important.



The European CE mark, which we also put on our machines, is a little different. It requires only self-certification so you'll see it on a lot of products that don't have UL/UL-C marks. CX/FX products are also approved for sale in the USA by the FCC. By the way, compliance with FCC Part 15 is not just a nice product feature. It's the law.



8. We answer the phone. When you call Primera, you'll speak with a real, live person. Not only in sales, but in tech support, too. Call us toll-free at 1-800-797-2772 (USA and Canada) or +1-763-475-6676. Not located in the USA or Canada? Call our offices in Europe, Asia Pacific or Latin America. At Primera, we're there when and where you need us.

9. Don't just take our word for it. Read the testimonial from this satisfied Primera customer.

"The main reason we purchased the CX/FX1200 was flexibility... What we were looking at was to be able to rapidly produce new labels for our private label customers, as well as rapidly prototype new products for our own brands... These machines have already paid for themselves several times over," says John Dwyer, senior account manager of World Wide Gourmet Foods.



Watch the case study: www.primeralabel.com/wwgf

10. You get what you pay for.

There's a reason old sayings like this stick around. Primera offers you:

- Exceptional print quality
- The fastest all-digital die cutting
- Reliability
- Support when you need it
- A money-back guarantee*

So, investigate the alternatives. Talk to current Primera owners. Then purchase a Primera CX1200 Digital Label Press and FX1200 Digital Label Finishing system with confidence. You'll be glad you did!



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