

## NEWS RELEASE

For more information:

Kellie Garber (Media only)

Primera Technology, Inc.

Phone: (763) 475-6676, Ext. 239

FAX: (763) 475-6677

E-mail: [kgarber@primera.com](mailto:kgarber@primera.com)

WWW: [www.primera.com](http://www.primera.com)

Sales Info: (800) 797-2772

*For release on or after June 2, 2009*

### **Primera's Full-Color POS Printer is Now Shipping**

*PX450 prints full-color coupons, tickets, name badges and receipts in just seconds each.*

**PLYMOUTH, MN, USA** (June 2, 2009) – Primera Technology, Inc., a leading manufacturer of specialty color printers, today announced that its new PX450 Color Printer is now shipping.

PX450 is a compact, full-color printer designed for use at retail point-of-sale and point-of-issue. It is ideal for printing coupons, receipts, tickets, name badges, wristbands and other types of narrow-format output. Print times are among the fastest of any full-color POS printer, producing a typical 4" x 2.5" (101mm x 63.5mm) coupon in just five seconds.

A built-in guillotine cutter allows forms of any length to be printed, cut and dispensed with clean, finished edges instead of perforations.

"Until now, there were almost no options for full-color printing of narrow-format output at point-of-sale or point-of-issue," said Mark D. Strobel, Primera's vice president of sales and marketing. "PX450 allows our customers to enjoy the benefits of full-color output at a reasonable price. Its fast print speeds won't slow down checkout lines, registration desks or admission counters."

Full-color printing can add significant impact to printed output. A recent study indicated that consumer redemption rates of coupons printed in color were up to 25% higher than coupons printed in black and white. In addition to retail POS, PX450 is expected to also be used in hospitals, banking, hospitality and more.

PX450 is easy to connect with most of today's POS systems and computers. A standard USB interface port is provided for use with the included Windows® XP/Vista and Mac® OS 10.2 or higher printer drivers. Supplies include a drop-in paper or label roll and a snap-in tri-color ink cartridge. Paper widths are flexible with a minimum width of 1" (25.4mm) and a maximum width of 4.25" (108mm).

**Pricing and Availability**

PX450 sells for US\$1495 (MSRP) with significant quantity discounts available. The product is available through Primera's Authorized Distributors in the USA and in over 85 other countries.

**About Primera Technology**

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of specialty printers and CD/DVD/BD duplication and printing equipment.

More information about Primera, its history and products is available on the Internet at [www.primeralabel.com](http://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](mailto:sales@primera.com).

In Europe and Scandinavia, contact Primera Europe GmbH 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-europe.eu](mailto:sales@primera-europe.eu). In Asia Pacific, contact Primera Asia Pacific in Australia by phone at +61 3 8586 3030 or by email at [sales@primera-ap.com](mailto:sales@primera-ap.com).

Notes to Editors: Primera is a registered trademark of Primera Technology, Inc. All other trademarks are the property of their respective companies.

###