



RFID Lab

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Primera submits new RFID color inkjet printer for certification

Primera Technology (www.primeralabel.eu) is a world's leading developer and manufacturer of specialty printing equipment including color label printers, label applicators, laser marking systems, color label press and digital finishing system. The company has formalized today its participation to the RFID 4 fashion certification program of RFID Lab (www.rfidlab.unipr.it/it/rfid4fashion/).

Primera distributes its products in more than 179 countries with service and support for North America, Latin America and South America from Plymouth, Minnesota. EMEA customers are serviced and supported from Wiesbaden, Germany through Primera Europe. Primera's mission is to produce technologically superior products that offer a high degree of customer satisfaction and value while conducting business affairs with unparalleled integrity, courtesy and professionalism.

The company has recently developed a RFID Color Inkjet Printer, named RX900e, which utilizes the latest in ultra high-resolution color inkjet technology to produce labels and tags at speeds of up to 114 mm per second and up to 203 mm wide. A sample of this printer has been sent to RFID Lab in order to perform tests on it according to the protocol developed by fashion board of advisors' members

Built-in, automatic RFID encoding makes it ideal for applications that need both color and RFID, including file folders, asset tracking, retail & apparel tags.

Full deliverable of test results is expected from January 2013. More details are available at info.rfidlab@unipr.it