



NEWS RELEASE

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Primera Unveils Signature Tissue Cassette Printer

New printer completes Primera's advanced labeling solution for histology labs.

PLYMOUTH, MN, USA (September 23, 2013) – Primera Technology, Inc., a leading manufacturer of specialty printers, today announced that it will be demonstrating its new Signature Cassette Printer at the National Society for Histotechnology conference in Providence, Rhode Island. The conference takes place September 22-24, 2013.

Printing directly onto cassettes helps to reduce specimen misidentification errors that can be caused by inaccurate or difficult to read handwriting. With Signature Cassette Printer, you can print text, graphics and logos along with linear and 2D bar codes directly onto the face of the cassettes. Your workflow will be more efficient while increasing patient safety.

Blank cassettes are loaded into a series of eight different bins across the front of the printer. A high-speed, precision robotic arm picks cassettes from the top of the stack. This allows the use of a wider range of cassette types, styles and brands than any other cassette printer. Cassettes can have lids on or off. The gripper fingers virtually eliminate jams and mis-feeds.

Another unique feature of Primera's slide and cassette printers is the ability to print in both black and color onto cassettes. This allows labs to inventory only white cassettes in various types (tissue/embedding, biopsy, etc.). If color coding is needed it can simply be printed.

"We've put our most advanced printing and robotics technology into the new Signature Cassette Printer," said Mark D. Strobel, Primera's vice president of sales and marketing. "Whether you run a small, in-house histology lab or a large, regional anatomical pathology center, Signature Cassette Printer will improve your efficiency, accuracy and workflow."

Key Features and Benefits

- On-demand or batch mode printing for maximum versatility

- Black or color printing
- 4 cassette hoppers x 40 cassettes per hopper = 160 cassette capacity
- Up to 11 cassettes per minute
- Thermal transfer printing at 300 dpi – delivers the sharpest text and most readable bar codes of any printing method used in this market
- Prints on standard cassettes with 35° or 45° angles, lid on or lid off, with no adjustments needed (patent pending)
- Output Capacity: 7 cassettes / 17 cassettes with extension tray
- Chemical-resistant ink – ensures reliable identification of cassettes

Primera's PTLab SE Software, a user-friendly and easy to learn program, is included with every printer. For full LIS integration, PTLab PE is available as an option. Together with Primera's Signature Slide Printer, Signature Cassette Printer and PTLab Software, Primera now provides an advanced and complete histology labeling solution – all from a single source.

Watch several short videos and discover more about Primera's laboratory identification products at www.primerahealthcare.com.

Availability

Signature Cassette Printer will be available worldwide during Q1 2014. Call 1-800-797-2772 (USA and Canada) or +1-763-475-6676 for more information.

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. Its products are sold in over 160 countries and have been installed at more than 85 percent of Fortune 100 companies.

More information about Primera, its history and products can be found at www.primera.com, www.primeralabel.com and www.primerahealthcare.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.

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