

News Release

For more information: Katrin Hoffmann

Primera Technology EUROPE
Phone: +49 (0) 611 92777-0
FAX: +49 (0) 611 92777-50
E-Mail: presse@primera.eu
WWW: <http://primera-healthcare.eu>

MEDLAB 2017: Primera presents its solutions for efficient specimen identification

WIESBADEN, GERMANY (31 January 2017) – Primera Technology Europe, EMEA office of leading developer of speciality printing equipment Primera Technology, Inc., is set to showcase its Signature line of specimen identification and printing solutions at its stand #Z5 B42 within the US Pavilion at MEDLAB in Dubai, 6-9 February 2017.

Primera's Signature line includes the Signature Slide and Cassette Printers. They are for use in pathology, cytology and histology labs. By placing a cassette printer at each grossing station and a slide printer at each microtome station the labs' efficiency is significantly increased while the risk of specimen misidentification is reduced or even eliminated. Labs can certainly afford and cost-justify to do so as the Signature printers cost less than all other monochrome-only slide and cassette printers currently available.

Primera's Signature printers are easily integrated into existing laboratory information systems or can be purchased as stand-alone systems that include printers, PTLab™ SE software, scanner, keyboard, mouse and PC.

Other benefits include:

- Fast, full-colour or black printing of text, graphics, linear and 2D Barcodes
- On-demand on-slide or direct-to-cassette printing eliminates handwriting or expensive and difficult-to-apply labels
- Cost reduction by inventorying only white-frosted slides and white cassettes
- Small and space-efficient
- Designed for efficient, hands-free operation
- Two years warranty (after product registration within 6 months)

Primera's Signature printers offer a new and better way for laboratories as well as medical, education and research organizations to process and manage slides and cassettes.

About Primera Technology

Headquartered in Plymouth, Minnesota, USA, Primera Technology, Inc. is one of the world's leading manufacturers of specialty printing equipment. Its Signature line of affordable and efficient laboratory identification products offers a new and complete solution for pathology, cytology and histology labs to process and manage specimens.

More information about Primera, its history and products is available on the Internet at <http://primera-healthcare.eu> or contact Primera Europe 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.eu.

Notes to Editors: Primera is a registered trademark of Primera Technology, Inc. in Europe. All other trademarks are the property of their respective companies. Primera Technology EUROPE is an independent company called Primera Europe GmbH. Primera Europe is under contract with Primera to provide sales and support for Primera products under the name Primera Technology Europe.