Press Release

For more information:

James Malone, Managing Director

Phone number: (+61) 7 3710 7001.
Mobile number: (+61) 419 717 049.
E-mail: james@labelpower.com.au

Brisbane, QLD, Australia (September 13, 2011).

Label Power announces updates released for Primera's CX1200 Colour Label Press and FX1200 Digital Finishing System
New features include simplified workflow as well as upgradeable batch printing

Label Power Pty Ltd, Australia's leading manufacturer of top quality labels, tags and supplier of associated equipment, announces a number of major software and firmware updates to the Primera CX1200 Colour Label Press and Primera FX1200 Digital Finishing System.

Major new features include:

- Additional language support – now included are English, French, Spanish, German, Italian, Japanese, Korean, Chinese Traditional and Chinese Simplified.

- Batch printing – optional software and memory upgrade allows different label artwork to be printed in the same run with coordinated automated digital die-cutting on FX1200.

- Ability to save profile settings for streamlined workflow.

- Ability to finish media in widths as narrow as 4.5" wide.

James Malone, Managing Director of Label Power explains "Primera's CX1200 Digital Colour Label Press and FX1200 Digital Finishing System are one of the best-selling digital label production solutions available today".

The CX1200 delivers all the most important benefits of high-end digital colour label press but at a fraction of the cost while The FX1200 is an all-in-one offline solution that laminates, cuts, removes the waste matrix, slits the labels and rewinds the roll in a single, integrated and automated process.

With the Primera CX1200 businesses can print on low cost substrates, avoiding the need for expensive coated inkjet stocks and eliminating plates, set-up, make-ready and clean-up. The CX1200 is the perfect solution for service bureaus and a broad range of manufacturers who need to print from just a few labels to tens of thousands of labels at a time.

With the FX1200 virtually any size and shape of label can be produced including complicated contour cuts, without the need to purchase expensive rotary or flat dies. Up to four cutting blades can be installed at one time to quadruple the speed compared to competitive machines that use only a single blade.

The FX1200 is the perfect companion for the Primera's CX1200 Digital Colour Label Press. With Primera's digital printing and finishing equipment, Australian businesses can get a

complete digital label printing and finishing solution from a single vendor at a new, breakthrough price.

About Label Power

Label Power was established in 1996 with head office and manufacturing facility located in Brisbane, Queensland. We are the industry leaders in VIP (Variable Information Printing) systems which enable clients to print variable information labels and tags on demand.

Label Power supply full colour industrial digital label printing and converting systems including the popular reel to reel Primera CX1200 digital press and FX1200 digital diecutter. Other products supplied are Colour Inkjet Label Printers, Label Dispensers, Label Rewinders and Label Applicators. For label design and print Label Power are distributors of a full range of labelling software including Bartender, Labelview and Nice Label.

An extensive trade label manufacturing plant coupled over 15 years experience in the implementation of the best labeling systems, Barcode scanners and Software make Label Power the right partner to help you implement all your product identification and tracking needs. Reseller enquiries welcomed.

For more information about Label Power please visit www.labelpower.com.au or call us on 1300 727 202.