

Label Printer Upgrade Program



LX 810
COLOR LABEL PRINTER



LX 900
COLOR LABEL PRINTER

Already own an LX-Series Color Label Printer? Learn about our upgrade program!

As a way of saying “thank you” to our customers for being loyal to Primera products, we’re offering an upgrade program that gives customers a chance to purchase a newer Primera Color Label Printer at an unbelievably discounted price. Eligible customers can choose to upgrade to Primera’s LX900 Color Label Printer or CX1000 Color Label Printer.

LX900 Color Label Printer offers:

- Short-run label printing for quantities of 1 to 3,000
- Four separate CMYK ink cartridges for a lower cost per label
- Prints up to 4.5” per second

CX1000 Color Label Printer offers:

- Full color digital label printing for quantities of 50 to 5,000
- Extra high yield CMYK toner produces labels that withstand water, UV rays and abrasion
- Prints up to 16.25 fpm

In order to qualify for this opportunity, the printer to be upgraded must meet all of the following requirements:

1. Be outside of any warranty coverage
2. Eligibility must be pre-verified by Primera via the serial number and customer information

The following pricing is available for customers who are eligible to upgrade their current label printers:

Model	MSRP Price	Upgrade Price
LX900 Color Label Printer	\$2,995	\$1,950
CX1000 Color Label Printer	\$10,995	\$9,850

To see if you qualify for the label printer upgrade program, visit www.primeralabel.com/upgrade. If your printer is eligible for upgrade, you can purchase directly through B&H by phone at 800-894-9703 (online orders not accepted).

Additional Terms & Conditions

- Upgrade program valid only in the United States, U.S. territories and Canada
- Customers who purchase an upgraded model keep their current printer, but it will be marked as decommissioned and will no longer be eligible for Technical Support or service
- Customers can receive one upgrade price per eligible printer; there is not an additional discount for more than one eligible printer
- Upgraded printers are new printers and come with the standard one year warranty
- Upgraded printers are eligible for extended warranties (at additional cost)
- Models listed above are currently the only models eligible for discounted upgrade pricing
- Shipping charges will apply
- Certain rebates do not apply