



GOING GREEN

**ECO-FRIENDLY VISITOR ID BADGES
FOR THE VISITOR MANAGEMENT MARKETPLACE**

PRIMERA
TECHNOLOGY, INC.
www.primera.com

In this ever-changing business world, one issue has come to the forefront: **sustainability.**

According to the Natural Resources Defense Council, the world produces over 150 million tons of single-use plastic each year, 91% of which goes unrecycled and ends up in landfills or in the environment instead.

Corporations and IDN's are pledging to reduce their respective carbon footprints and promote sustainable business practices which will benefit future generations.

At Primera, we're doing our part by offering reception areas the **first RoHS compliant visitor badge stock comprised of biodegradable materials.** Now, corporations and hospitals don't have to sacrifice print quality when transitioning from harmful plastic visitor badge printers to a more sustainable and cost-effective visitor management option.





Fortune 50 Success Story

In January, a Fortune 50 announced it would become **Carbon negative by 2030**. Their undertaking required a detailed plan, prompting them to review virtually every facet of their daily operations, including their visitor badge process.

Their goal was simple: replace their current color PVC plastic visitor badge printers with an eco-friendly printing solution while maintaining/ exceeding their brand protection standards provided by a high-resolution color output.

They enlisted Primera Technology's inkjet printing expertise and together we delivered a comprehensive visitor badge printing solution comprised of Primera's industry-leading inkjet printer technology and the first recyclable visitor badge material compliant with the European Union's Restriction of Hazardous Substances (RoHS).

Ultimately, they chose the Primera LX500c Color Label Printer for initial testing because of its best-in-class footprint, unrivaled 4800 dpi print resolution and efficient print speed of up to 2.5 inches per second. After months of piloting across numerous sites, They found Primera's LX500c Color Label Printer and proprietary recyclable visitor badge stock to be the optimal solution for their visitor badge process and deployed the sustainable visitor badge printing solution in their offices worldwide.



About Primera

Primera Technology is one of the world's leading developers and manufacturers of specialty color printing equipment.

Since 1974, 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.

Primera strives to be an environmentally responsible provider of state-of-the-art digital printing technology. As such, cartridge recycling is provided at no charge, throughout the world, for the life of the product. The result is less solid waste with fewer resources consumed. All of our products are compliant with RoHS and WEEE standards.



Who's Using Primera Printers for Visitor Management Badging?

Primera's suite of high-resolution color visitor badge printers are the trusted printers for reception areas worldwide including top Fortune 100 enterprises, renowned Integrated Delivery Networks, and some of our nation's largest corporations, hospitals, and correctional facilities.

Our customers realize the tremendous value a photo-quality, full-color visitor badge can bring to their facilities' visitor management experience by enhancing both their brand protection and visitor security. The proof is truly in the print!



The Competition's Visitor ID Badge

Primera's LX500 Full-Color Visitor ID Badge



Brand Protection

Protect your company's brand by offering your visitors a full-color, photo-quality visitor badge from Primera's suite of visitor badge printers. The LX500, LX500c and LX600 offer best-in-class print quality of up to 4800 dpi. Primera's printers' single high-yield CMY ink cartridges are easily changeable and, with built-in printheads, promote a simple plug-and-play solution for your visitor badge printer needs.

Enhanced Security:

As we continue to adapt during these unprecedented times due to COVID-19, businesses and hospitals around the world are prioritizing visitor management security. Primera offers a simple and effective way to enhance your visitor management security by offering photo-quality, full-color visitor ID badge printing solutions. No more squinting at a virtually unrecognizable black & white picture on someone's visitor badge or second guessing a visitor's identity on their badge because of a granular, low-resolution color photo. Primera's world class inkjet print technology has a 1200 dpi native print resolution and can increase up to a best-in-class 4800 dpi, and with print speeds ranging from 2.5 ips to 4.5 ips, reception areas can print a full-color 4" x 3" visitor ID badge in as little as 8 seconds!

Primera's high-resolution color visitor badge printers utilize USB 2.0 connectivity and will integrated seamlessly with virtually any Windows-based or Mac OS-based visitor management software on the market.



SUSTAINABILITY

FIRST OF ITS KIND ROHS-COMPLIANT
VISITOR ID BADGE STOCK

ONLY FROM

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