



March 3, 2009

Flash4 & Primera Technology form Digital Partnership

Primera's Revolutionary Digital Inkjet Printers & Supplies now available from Industry Leader in Thermal Labels

Flash4, an industry leading manufacturer of pressure sensitive thermal labels out of Black River Falls, WI, recently reached an agreement with Plymouth, MN based Primera Technology to become a distributor for their entire line of inkjet printers and supplies.

Flash4 has successfully manufactured labels for resellers since 1998 and has steadily increased revenue over the years by offering competitive pricing and quality products. Flash4 continues to add equipment and capabilities in order to keep their resellers competitive in the current market. Demand for short run, high quality digital labels is considered one of the fastest growing markets in today's label industry, which should make this move very appealing to Flash4's resellers.

"We owe it to our resellers to strategically add profit centers and diversification to let them know that we are going to be a major player in the future of labeling hardware and supplies. Their bottom line growth is our #1 priority, and with digital, the sky's the limit," states Flash4 President Dino Valentino. Flash4 will use the additional capital from the sales of digital equipment and supplies to help fuel their pursuit of additional growth opportunities for its resellers.

The digital printer and supplies market is an exciting new venue for Flash4 to provide to its resellers. "Our relationship with Primera will allow us to supply Primera printers and supplies at a competitive price, specific to our distribution channel. Flash4's current business structure will continue to function as it always has, through our national reseller channel, and we will honor our new partnership with Primera in the same manner," states Valentino. Specific hardware and other supplies will soon be available on Flash4's website, www.flash4.com.

"We're excited to have Flash4 as a distributor for our popular LX-Series Color Label Printers, supplies and accessories," said Mark D. Strobel, Primera's vice president of sales and marketing. "Flash4 has proven to us over the years that they are a capable, innovative and highly customer-focused organization. We welcome them and their many value-added resellers to the Primera team."

In the event that a reseller or their client is not yet ready to purchase digital equipment to print their own short run jobs, Flash4 will be able to provide custom digitally printed labels within their own digital label department. Beautiful designs, exacting quality, the finest materials and printing, a commitment to getting it to customers on time, plus excellent customer service means orders will look great and arrive exactly as promised. These quotes and *fully printed* jobs will be quoted and produced specifically by Flash4 for their resellers and their clients.