Why Buy a Primera Impressa™ IP60 Digital Photo Printer?

When choosing a professional-grade photo printer for your business, here are several reasons why Primera's new inkjet-based Impressa™ IP60 Photo Printer is your best choice:

1. Fastest Printing: 4 x 6 photos print in just 7 to 8 seconds each. 2 x 6 photo strips print in just 3.5 to 4 seconds each. That's the fastest you'll get from any photo printer on the market. You can even save time and money by printing single 2 x 6 photo strips.

2. Low Cost Per Print: 4 x 6 photos, including ink and paper are about $0.12 each. A single 2 x 6 averages just $0.06 each. Save even more by purchasing ink in six-packs.

3. Highest Print Resolution: Up to 1200 x 4800 dpi. Similarly priced professional photo printers print at 300 dpi, while far more expensive models are still just 600 dpi.

4. Lightweight and Easy to Transport: The entire printer weighs only 3.6 kg (8 lbs.). Compare that to the average weight of others at about 15.9 kg (35 lbs.).

5. Widest Range of Substrates: Gloss, luster, luster repositionable, postcards and magenetic material – lots of new choices that don't work on dye-sublimation printers and probably never will.

6. Most Versatile: Print any length without changing out supplies. This allows you to maximize your profits by offering larger print sizes. You can print 2 x 6, 4 x 6, 6 x 6, 6 x 8, 6 x 12, 6 x 18 or any other length up to 24".

7. Easy to Load: It doesn't get much faster and easier than dropping in your photo paper roll and snapping in an ink cartridge. Gone are the days of messing with unruly ribbons.

8. Eco-Friendly: With its low idle current draw of less than 1.5 amps, IP60 is green. The 12vDC power it runs on can even come from a battery. This makes IP60 ideal for mobile shoots, portable photo booths and other "on-the-go" applications.

9. Affordable: IP60 is priced right for your business. See current pricing and bundle deals at *www.primera.com*

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