

# Why Buy a Primera Impressa® IP60 Digital Photo Printer?

When choosing a professional-grade photo printer for your business, here are just a few 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 seconds each. 2 x 6 photo strips print in just 3.5 seconds each. That's the fastest you'll get from any photo printer on the market. And unlike dye-sub printers, you can 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 is just \$0.06 each.



**3. Highest Print Resolution** – up to 1200 x 4800 dpi. Similarly priced dye-sublimation 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 8 lbs. Compare that to the average weight of a dye-sublimation printer at about 35 lbs.



**5. Dye or Pigment Based Inks** – IP60 can use both! Use dye ink for the most vibrant and brilliant colors in photo booths, amusement and retail applications. Use pigment for the most accurate color renditions and to get archival-grade performance for wedding and portrait photos. Inkjet printouts are just as robust with water and scratch resistance as dye-sub.

**6. Widest Range of Substrates** – gloss, luster, canvas, fabric, re-positionable adhesive papers, post cards – lots of new choices that don't work on dye-sublimation printers and probably never will.



**7. 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 8, 6 x 12, 6 x 18 or any other length up to 24".

**8. 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.



**9. Built in USA** – Primera is one of the only major printer manufacturers that still builds its products in the USA. Our headquarters and manufacturing plant are both located in Plymouth, Minnesota, a suburb of Minneapolis/St. Paul.

**10. Affordable** – IP60 is priced right for your business. Check out current pricing and bundle deals at [www.primera.com/photo](http://www.primera.com/photo)

