

Get Back to Selling with Epson Business Inkjet Printing Technology

Choosing the best printer for your business is a crucial part of meeting your business goals. Here's how Epson Business Inkjet printing technology can positively impact your store operations in three ways:

1. Mitigate Energy Needs with Heat-Free Technology

Reducing your operational costs is likely close to or at the top of mind for your immediate future.

Do you know:



Energy is the fourth-largest in-store operating cost for retailers after labor, rent, and marketing¹

50% want to reduce energy consumption to cut costs², while 39% say it's the right thing to do²



Nearly 9 in 10 retailers reported have set resource management goals²

Retailers can help mitigate electric consumption by choosing a printer with a heat-free ink ejection process. Plus, PrecisionCore Heat-Free Technology™ doesn't demand maintenance parts - like drums, transfer belts and fusers - that can result in less waste. Epson's WorkForce Pro WF-C5790 MFP can help you can save on printing with up to 45% lower total printing costs vs. color laser.³

2. High-Yield Consumables for High-Productivity Printing

Employees are working with lean resources. They need tools that can help them be productive at a low cost and serve customers quickly.



7 out of 10 customers prefer printed receipts⁴



8 minutes is how long a customer will wait in line before abandoning a purchase⁵

92% of employees say having technology that helps them do their job efficiently affects their work satisfaction⁶

The high-capacity ink supplies and minimal maintenance parts of Epson Business Inkjet printers can result in lower cost, less maintenance and fewer interventions for your staff.⁷ The Epson WorkForce ST-4000 Supertank comes with 2 years of ink guaranteed⁸, plus a Hardware 2-Year Limited Warranty⁹. Plus, it delivers a fast first page out with no warm-up time, and fast scan speeds.

8. Promo valid for ST-4000 printer through authorized Epson resellers only from 4/1/20 to 12/31/20. Product must be registered before 1/31/21. Purchase qualifying ink bottles within 2 years of printer purchase. Ink receipts must be dated no later than two years after printer purchase, or April 30, 2023, whichever comes first. Limit 8 additional bottles of 502 inks per printer. Max 8 claims per printer. Each claim cannot contain multiple bottles of the same color. Based on average monthly document print volumes of about 300 pages. Promo applies to ink only. Printer covered by Epson 2-year limited warranty. For promo participation you must register your product. See Epson.com/support for details.

3. Get the High-Quality Business Printing Your Business Demands

Even in a digital age, high-quality printed materials are important marketing tools for retailers.



76% of consumers enter a store they have never visited before based on its signs¹⁰

68% purchased a product or service because a sign caught their eye¹⁰



3 out of 4 consumers have told someone about a store based simply on its signage¹⁰

85% of consumers equate the quality of a company's printed materials with the quality of its services¹¹

You can print sharp, vivid graphics and text, and get crisp, consistent color at an affordable price - even with large jobs - using Epson's fast-drying DURABrite inks and PrecisionCore Heat-Free Technology™ that delivers up to 40 million dots per second.

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1. <https://www.mckinsey.com/industries/retail/our-insights/turning-down-the-cost-of-utilities-in-retail>

2. <https://www2.deloitte.com/us/en/insights/industry/power-and-utilities/energy-study-of-businesses-and-residential-consumers.html>

3. Compared with best-selling, color laser printers priced at \$499 (USD) or less and 30 ppm or less, as of October 2017. Calculation based on continuous printing with highest-capacity individual cartridges. Actual savings will vary based on print task and use conditions.

4. <https://www.usatoday.com/story/money/2019/11/25/receipts-101-digital-receipts-grow-popularity-but-paper-still-king/4180900002/>

5. <https://www.irisys.net/queue-management-blog/bid/70332/study-customers-walk-out-of-stores-abandon-purchases-when-lines-ar>

6. <https://www.formstack.com/blog/2019/workplace-productivity-statistics/>

7. Source IDC, 2017 (Based on extrapolation from IDC Inkjet Forecast data, includes SOHO and SMB Market) — Consumer Unit Shipments: IDC Worldwide Single-Function Printer Forecast, 2017-2021; IDC Worldwide Multifunction Peripheral Forecast, 2017-2021; Wide-Format Unit Shipments: IDC North America Large-Format Printer Market Shares, 2017-2021; Production Print Volume: IDC U.S. Production Page Volume Forecast 2017-2021; Office Unit Shipments: IDC Worldwide Single-Function Printer Forecast, 2017-2021; IDC Worldwide Multifunction Peripheral Forecast, 2017-2021

9. As of October 1, 2019, this product comes with a 24-month standard limited warranty or 50,000 plain paper sheets (whichever happens first). Please visit Epson.com/support for more details.

10. <https://newsroom.fedex.com/newsroom/fedex-office-survey-standout-signs-contribute-to-sales/>

11. <https://www.retaildive.com/spons/the-power-of-print-marketing/565227/>