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**Label Print Technologies Installs Epson SurePress Digital Label Press to Deliver High-Quality Short-Run Labels**

*Epson SurePress L-4033AW Provides Faster Turnaround and Color Accurate Labels to Meet Market Demands*

**LONG BEACH, Calif. – Aug. 3, 2015** – Epson America, Inc. today announced that [Label Print Technologies, LLC.](#), a privately-held label manufacturer, has purchased and installed the [Epson SurePress® L-4033AW](#) for printing complex, short-run labels for customers primarily in the food and beverage industries. Label Print Technologies is leveraging the inkjet digital label press to expand their offerings to customers, while meeting the market demands for faster turnaround and shorter runs with the ability to provide high quality labels.

“When we got to a point that every day we were uncovering opportunities we couldn’t produce on our flexographic presses, we went looking and found the SurePress,” said Jodi Westphal, president, Label Print Technologies. “The SurePress is easy to use, accurate, can spot color match, and allows us to utilize our in-house manufactured pressure-sensitive material. The wide color gamut and additional White ink have allowed us to produce complicated labels and designs that meet customer demands. We love the exactness of the print, the crispness of the image, and the color gamut on the SurePress is stunning – we’ve had the ability to spec in a very wide range of colors for our customers.”

Designed for prime label converters and commercial printers, the Epson SurePress L-4033AW is an easy-to-operate seven-color inkjet digital label press with White ink that makes high-quality, short-run label printing easier and more efficient, even on clear and metallic substrates. Delivering exceptional print quality and accurate color reproduction, as well as innovative

printing features, the L-4033AW is a cost-effective and reliable solution that allows printers to expand their service offerings and improve profitability.

“The SurePress is very easy to operate,” added Westphal. “We are able to manage and troubleshoot issues remotely, which is a huge benefit for us, especially if we plan on running the press around the clock.”

Driving the SurePress L-4033AW is the included Wasatch RIP and Print Management Software. The Wasatch SoftRIP is a sophisticated RIP solution designed to save time and money by including superior color management options, efficient layout features, powerful workflow tools, variable data printing, and contour cutting, all while producing excellent quality color. “The Wasatch RIP that comes with the SurePress is a good program that is easy to use, even for someone who has never had experience running a press before,” said Westphal.

Additionally, the integration of the SurePress in Label Print Technologies overall workflow has freed up time for personnel to do other work, resulting in better looking labels and experience for their customers. “The time from customer approval to printed labels is significantly shorter in our facility since we installed the SurePress,” said Westphal. “We are committed to providing a high level of customer service, and SurePress has allowed us to become a great resource to our customers. We have helped small food and beverage shops better develop their brand by creating improved graphics for their labels.”

“We are proud to work alongside companies like Label Print Technologies that are committed to providing superior customer service with high quality labels,” said Mark Elsbernd, North America region sales manager, Epson America. “The SurePress offers color quality and color matching for exactly this reason – so companies like Label Print Technologies can help other small businesses stand out and succeed.”

#### **About Epson SurePress L-4033AW:**

- **High Quality Labels:** Epson MicroPiezo® ink jet technology with variable-size droplets as small as three picoliters provides ultra-precise drop formation and placement to deliver smooth gradations, remarkable color quality, and sharp detail

- **Industrial Quality Inks:** Seven-color (Cyan, Magenta, Yellow, Black, Orange, Green, and White), durable, water-based, resin-coated pigment inks provide superior adhesion and reproduce a wide range of colors
- **Versatile Substrate Support:** Prints on a range of standard, off-the-shelf materials including gloss, semi-gloss, matte, film, clear, and metallic substrates

For additional information, visit [www.epson.com/surepress](http://www.epson.com/surepress) or contact Mark Elsbernd, North America region sales manager, Epson America, at 562-290-5244 or [mark\\_elsbernd@ea.epson.com](mailto:mark_elsbernd@ea.epson.com).

## About Epson

Epson is a global technology leader dedicated to driving innovations and exceeding customer expectations in printing, visual communications, quality of life and manufacturing. Epson's lineup ranges from inkjet printers, printing systems and 3LCD projectors to industrial robots, smart glasses and sensing systems and is based on original compact, energy-saving, and high-precision technologies.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises nearly 70,000 employees in 94 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental burdens.

Epson America, Inc. based in Long Beach, Calif. is Epson's regional headquarters for the U.S., Canada, and Latin America. To learn more about Epson, please visit: [www.epson.com](http://www.epson.com).

You may also connect with Epson America on Facebook (<http://www.facebook.com/Epson>), Twitter (<http://twitter.com/EpsonAmerica>) and YouTube (<http://www.youtube.com/EpsonAmerica>).

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