



## WHAT IT RETAILERS ARE SAYING ABOUT EPSON ECOTANK MONOCHROME PRINTERS.

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**ALL IT Hypermarket Sdn. Bhd. (ALL IT)** is Malaysia's 1st and largest IT retail outlet based on a hypermarket concept. The company started off with its first outlet in Low Yat Plaza in 2003 and has since expanded its business to 13 retail outlets located strategically in the Klang Valley. ALL IT also has 3 online stores that cater to customers outside of the Klang Valley. ALL IT offers everything IT related, from desktop computers, notebooks, smartphones, printers, IT accessories, to cool tech gadgets that appeal to customers from all walks of life.

"ALL IT's vision is to become the preferred IT retail outlet. In order to achieve this, we emphasize on delivering exemplary value, expertise and convenience to our customers," said Kelvin Leu, Procurement & Merchandising Manager. ALL IT uses Epson EcoTank monochrome printers for point-of-sale receipt printing at all their retail outlets. "After switching from laser printers to Epson EcoTank monochrome printers, we have enjoyed total savings of more than RM48,000 per year with the 50 units of Epson EcoTank monochrome printers deployed across all our retail outlets," commented Leu.

Epson EcoTank monochrome printers are not only cost saving but also space saving. "The printers fit into our existing fixtures on the checkout counters effortlessly," Leu explained. Epson EcoTank monochrome printer is designed to be small and compact. Coupled with its fast-printing speed, it is suitable for use at cashier counter. In addition, Epson's inkjet Heat-Free technology is eco-friendly and energy efficient. Important parts like the printhead are not subjected to heat-induced functional deterioration, thus are durable and have near to zero down time. This

### INCREASES PRODUCTIVITY AT POINT-OF-SALE AND OFFERS SEAMLESS CUSTOMER EXPERIENCE

at checkouts.

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**Kelvin Leu**

**Procurement & Merchandising at  
ALL IT Hypermarket**



**EcoTank M1120**

"Epson EcoTank monochrome printer is a worthy investment," Leu said. As the user and reseller of the printer, ALL IT is satisfied with the **printers' performance and the reduction in business operating costs** that the company has been enjoying since switching to Epson EcoTank monochrome printers.