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**Graphic Image Label Installs Epson SurePress Digital Label Press
To Deliver Pressure Sensitive Commercial Labels**

*Epson SurePress L-4033AW Allows Graphic Image Label to
Provide Quality and Consistency to Customers*

BRUSSELS (Labelexpo Europe, Booth #9A50) – Sept. 29, 2015 – Today at Labelexpo Europe, Epson America, Inc. announced that [Graphic Image Label](#), a custom prime label printer serving small companies to multinational businesses, has purchased and installed the [Epson[®] SurePress[®] L-4033AW](#) as a key part of the company's expansion into the United States. With operations in Mexico and the United States, Graphic Image Label installed the SurePress in their new San Diego, Calif. offices to produce high-quality pressure-sensitive and self-adhesive prime labels for wine makers and small gourmet food, health and beauty, electronics, and industrial manufacturers.

“For almost 20 years, we have been committed to producing high quality labels that exceed our client's production standards,” said Carlos Garmendia, CEO, Graphic Image Label. “The Epson SurePress produces outstanding results for our pressure-sensitive labels while keeping production costs, maintenance costs and set-up times as low as possible.”

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.

“Not only does the SurePress allow us to deliver high-quality labels, its cost of ownership is also a great value to us. And the SurePress was easily integrated into our daily workflow,” Garmendia said. “With the SurePress, we didn’t need an experienced specialized operator to run it. The machine practically runs itself and requires minimal supervision. We often run the press unattended during the night, and it’s great not to need a press operator during those hours. The set-up is very fast and requires a minimal amount of substrate, reducing our cost, time and waste.”

“Epson is proud to have Graphic Image Label as one of the more than 160 SurePress installations worldwide,” said Mark Elsbernd, North America region sales manager, Epson America. “The Epson SurePress L-4033AW was designed to provide companies like Graphic Image Label excellent quality labels so they can deliver on promises of color accuracy on a wide range of substrates to their own customers, while meeting production demands in a short period of time.”

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

The Epson SurePress L-4033AW will be on display at Labelexpo Europe, Sept. 29-Oct. 2 in Brussels. The SurePress can also be seen at Epson’s demonstration center in Los Angeles. For additional information, visit www.epson.com/surepress or to schedule a demonstration visit, contact Mark Elsbernd, North America region sales manager, Epson America, at 562-290-5244 or 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. 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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