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**Ranger Label Installs Epson SurePress Digital Label  
Press To Deliver Pressure-Sensitive Short-Run Product Labels**

*Epson SurePress L-4033AW Provides Color Accurate Labels,  
Shorter Production Times and Lower Costs to Meet Customer Needs*

**LONG BEACH, Calif. – Jan. 6, 2016** – Epson America, Inc. today announced [Ranger Label](#), a Mississippi-based woman-owned label converter, has purchased and installed the [Epson SurePress® L-4033AW](#) to provide pressure-sensitive short-run product labels for its manufacturing, processing and service customers in their region. Ranger Label purchased the inkjet digital label press to expand its short-run label offerings for customers, helping them to reduce costs, shorten production time and provide color accurate and consistent labels.

“Epson is an expert in ink and has been an industry standard in the inkjet world for a very long time. The SurePress does a really good job with color management and its ability to match spot colors accurately in a quick turnaround time has helped us meet and satisfy our customers’ needs,” said Bob Anger, founder, Ranger Label. “We work with manufacturers who value branding and color consistency, and because these factors are so important to them, we have tight color tolerances that we have to meet. The Epson SurePress consistently meets these color tolerances with its capability to print the same color run after run.”

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.

“Upon purchasing the SurePress, we were told that it had the capability to run after hours without an operator, and that has proved to be a valuable feature,” said Anger. “During our initial setup of the SurePress, we immediately started running production and actually shipped finished labels out the door that same day. In the short amount of time we’ve owned the SurePress, it has been an easy press for our employees to learn and operate.”

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. “We have used other RIPs before and although we have only had the SurePress for a short amount of time, the Wasatch is more than adequate,” said Carol Anger, president, Ranger Label. “In addition to the Wasatch, the other software that comes with the SurePress has been a great plus to us since it has allowed us to work with ICC profiles, which helps us manage color. This has been very important to us and we are very happy with these software offerings.”

Ranger Label had worked with digital label printers in the past and had found them to be unstable and unreliable, however their experience with the Epson SurePress has given them a change of heart. “We had looked at digital presses for years and never wanted to make the jump because we were unsure of digital label presses altogether and cost was also a major factor,” said Bob Anger. “What set the SurePress apart from other competitors is Epson’s organization of the installation and the way it was handled. We are nothing but happy with Epson’s tech support and the people involved. Running short-run labels on the SurePress has been such a great and smooth transition for us,” said Carol Anger.

“Epson is proud to work with and help family-owned businesses such as Ranger Label deliver consistent labels to their customers,” said Mark Elsbernd, North America region sales manager, Epson America. “The SurePress was designed to deliver solid, consistent and accurate labels, in addition to it being very easy to use, and we are always happy to see it deliver on those promises to our customers.”

#### **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 562-290-5868 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 72,000 employees in 93 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: [epson.com](http://epson.com). You may also connect with Epson America on Facebook ([facebook.com/Epson](https://facebook.com/Epson)), Twitter ([twitter.com/EpsonAmerica](https://twitter.com/EpsonAmerica)), YouTube ([youtube.com/EpsonAmerica](https://youtube.com/EpsonAmerica)), and Instagram ([instagram.com/EpsonAmerica](https://instagram.com/EpsonAmerica)).

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