Epson Ships 50 Millionth High-Capacity Ink Tank Inkjet Printer
- CO_2 emissions from consumables reduced by over 160,000 tonnes -



High-capacity ink tank inkjet printers

- TOKYO, Japan, October 7, 2020 –

Epson first launched high-capacity ink tank inkjet printers (now known as EcoTank in many markets) in October 2010, in Indonesia. We then steadily expanded the territory over which these printers are sold, expanding to 170 countries and regions by 2019. As a result, cumulative global sales of our high-capacity ink tank inkjet printers recently topped 50 million units. Moreover, by saving on plastic, which is the main component of ink cartridges, we estimate that CO_2 emissions were approximately 166,000 tonnes lower than they would have been if all these units had been cartridge printers[1].

By first establishing a presence in emerging nations and then making inroads into developed economies, Epson has seen its high-capacity ink tank models account for a growing percentage of the total inkjet market each year. As a result, Epson, which boasts strong brand recognition and an extensive product lineup, has continued to maintain the top share[2] in the global high-capacity ink tank printer market for ten consecutive years.

Rapid changes in society touched off changes in the office and education printing environments during the 2020 fiscal year. In all segments, we will continue to offer far lower printing costs than competitors and unrivaled environmental performance to enable our customers to print without having to worry about printing costs and environmental impacts.

[1] The size of the reduction in consumables CO_2 emissions was calculated by comparing the cumulative number of ink bottles sold up to August 2020 with the number of ink cartridges required to print the same amount and converting them into a CO_2 equivalent. CO_2 emissions were

calculated based on Epson's evaluation conditions, which take into account the impacts from consumables materials and parts manufacturing. Actual CO_2 emissions will vary depending on customer printer use.
What was evaluated: Ink cartridge printer ink cartridges and packaging, and high-capacity ink tank ink bottles and packaging (calculated based on replacement cartridges and ink bottles)

[2] In terms of the number of global high-capacity ink tank products sold from 2010 to August 2020. Top share in terms of the number of global ink tank products sold from 2010 to 2019, per research by IDC (Source: IDC's Quarterly Hardcopy Peripherals Tracker 2020Q2)

* Please note that product names and availability may vary by country and region. Refer to your local Epson sales company site for details:
https://epson.com/

About Epson

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Epson is proud of its contributions to realizing a sustainable society and its ongoing efforts to realizing the United Nations' Sustainable Development Goals.
Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than JPY 1 trillion.
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