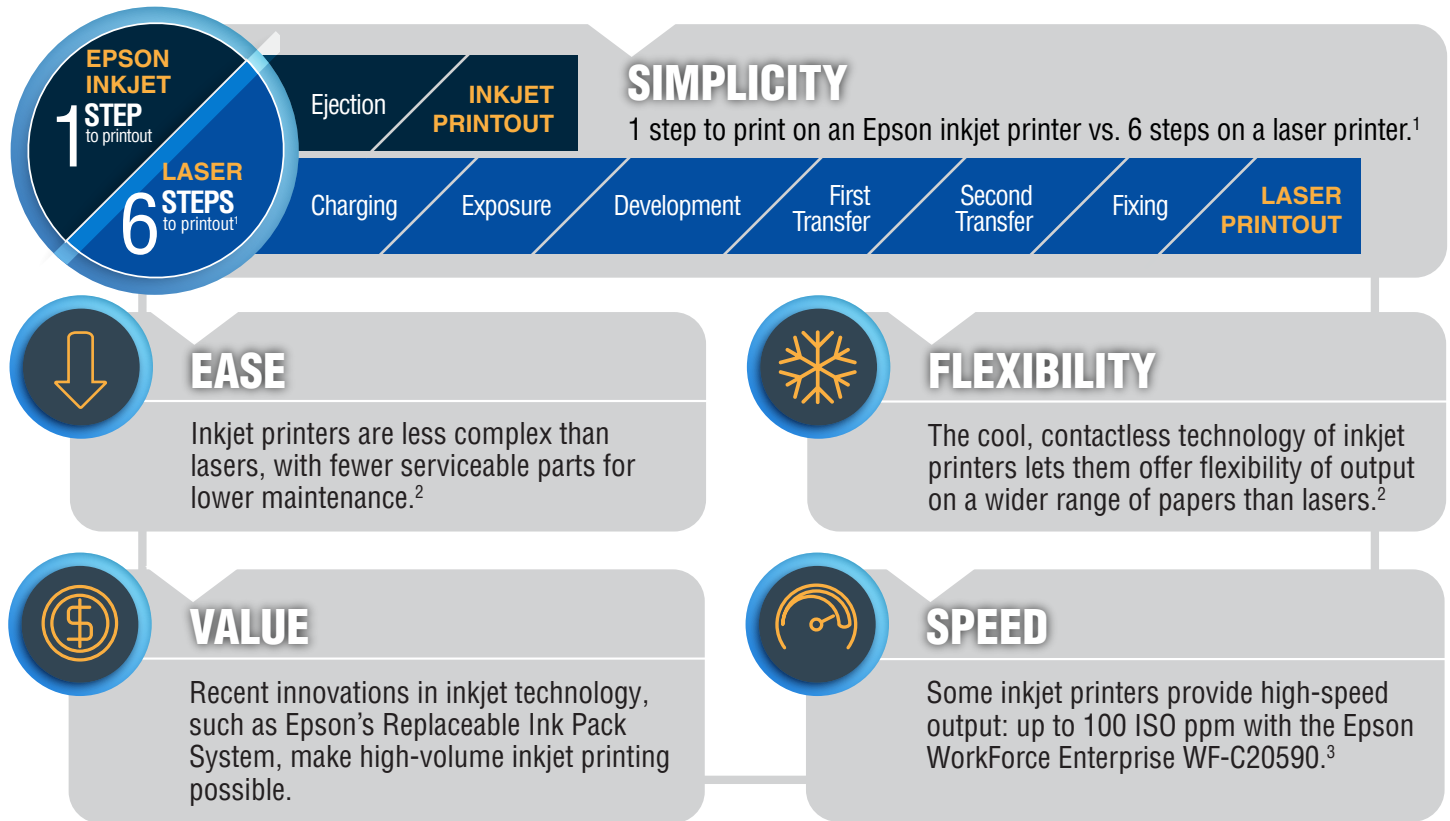


BUSINESS PRINT INNOVATION

Epson Business Inkjet – The New Standard for Office Printing



Fast Facts About Epson Business Inkjet Printers

PERCEPTION	REALITY
Ink will smear when wet	Fast-drying pigment ink for worry-free handling
Products not durable enough	PrecisionCore® is the same core printing technology used in Epson's industrial printers
Operating costs too expensive	Lowest-cost color printing in its class vs. color lasers for the WF-C869R printer ⁴
Frequent ink cartridge replacement	Up to 3 years of ink included with the WF-C869R printer ⁵
Product designed for single user	Wide range of workgroup and departmental models available
Print quality not good enough	Professional print quality is ideal for business printing
Printheads clog/dry out	PrecisionCore® technology is designed to deliver printheads that last the lifetime of the device

¹Carlson, (1942). U.S. Patent No. 2297691. Washington, DC: U.S. Patent and Trademark Office. ²Source: IDC, 2018. Market Perspective: Unlocking the Disruptive Nature of Inkjet for the Office Printing Market. ³Black and color print speeds are measured in accordance with ISO/IEC 24734. Actual print times will vary based on system configuration, software and page complexity. For more information, visit www.epson.com/printspeed ⁴Based on total costs of printing with the WF-C869R printer and highest-capacity replacement ink compared with the costs of printing equivalent ISO pages with the best-selling, similarly featured color laser and color inkjet printers priced between \$1,999 USD and \$14,999 USD as of September 2016. Toner and ink costs based on manufacturer's highest-capacity yields and pricing; printer costs based on average selling price per industry-available data as of January 2017. Actual savings will vary based on usage conditions. ⁵Based on average monthly document print volumes of about 1,700 pages.