

# Why Epson® Color Label Printers?

Epson ColorWorks® desktop/benchttop printers produce commercial prime and industrial labels with durable pigment inks that won't smudge or smear. The ColorWorks Series offers affordable in-house printing of color labels – on demand, resulting in less waste. Epson color label printers have a 1-year limited warranty with an optional extended warranty for up to 5 years.

## Current models/series:

ColorWorks C3500, C6000 and C7500 Series



Color Label

Printers



## Value Propositions

### High-quality, on-demand color labels

- In-house label printing; print what you need, when you need it; less waste
- Print speeds range from 4" to 11.8" per second<sup>1</sup>, depending on the model
- Stunning image quality with up to 1200 x 1200 dpi printing, PrecisionCore® technology

### Low operating cost

- No pre-printed labels needed; reduce storage, inventory and shipping costs
- Permanent printheads reduce operating costs and increase uptime

### Enterprise-class connectivity (C6000 and C7500 Series)

- Native drivers for network-friendly communication
- Deploy and manage fleets in enterprise environments — easily manage file sizes

### Designed for industrial applications

- Fits in space-constrained environments for manufacturing, retail, healthcare and more
- BS-5609 certification means labels won't smudge, smear or fade<sup>2</sup>



## Market Insights and Trends

### Companies have an increasing number of SKUs to manage

The need for customization means companies have an ever-increasing SKU count, resulting in a growing label inventory. With on-demand printing, companies can decrease waste by reducing the need to order and store multiple pre-printed label SKUs

### There's a growing need for color labels

Companies can increase product sales by switching from black-only to striking color labels. ColorWorks printers produce customized labels on demand — labels with high-quality color graphics and text.



## Epson Competitive Advantages

- Durable printheads reduce operating costs
- Enterprise tools: C6000 and C7500 Series include ZPL commands
- BS-5609 certification<sup>2</sup> — durable labels at an affordable price



## Probing Questions

- Are you currently doing in-house labeling and are you having problems?
- Are you printing variable data on preprinted color labels?
- Do you have a lot of different label designs or do they frequently change?
- Do you often throw away excess or obsolete labels?
- What is your approximate monthly print volume?
- Are you using QLS, Afinia, VIP or Primera printers?
- Does your current printer slow down your network?
- Are you changing printheads often?
- Would adding color to your label improve brand perception or downstream processing?

## Overcoming Obstacles



**I outsource my labels. Why should I print my own?**

Instead of buying minimum quantities of labels, regardless of need, and waiting weeks to get them, why not print only what you need when you need it?



**My commercial printer vendor manages my label inventory. Why should I take that on?**

Wherever your labels are kept and managed, Epson can help reduce your inventory costs with a free Total Cost of Ownership analysis.



**Can you beat my current cost per label?**

Save money by only printing what you need, when you need it. Save on storage and excess inventory, and get your labels faster.

## Target Customers

|                          | Applications                | Examples   | Key Influencers/<br>Decision Makers                                 |
|--------------------------|-----------------------------|--|---|
| <b>Food and beverage</b> | Consumer brand labels       | Canned foods, drinks, craft beer, wine                 | Owners, operations managers, marketing team                         |
| <b>Boutiques</b>         | Health and beauty           | Cosmetics, nutraceuticals                              | Owners, operations managers, marketing team                         |
| <b>Retail</b>            | Shelf talkers               | Convenience stores, DIY hardware stores                | Operations managers, marketing team                                 |
| <b>Industrial</b>        | Packaging and hazmat labels | GHS labels, logistics, warehousing, building materials | Operations or production managers, compliance officers, IT managers |
| <b>Life sciences</b>     | Product labels              | Medical equipment, syringes, kits                      | Operations or production managers, marketing team, IT managers      |



## Sales Tools

\* Login to [www.epsonpartnerportal.com](http://www.epsonpartnerportal.com) before accessing the link. \*\* Contact your Epson representative.

- [Epson.com/ColorWorks](http://Epson.com/ColorWorks)
- [Specification Sheets\\*](#)
- [Videos](#)
- [Testimonials](#)
- [Brochures\\*](#)
- [White Papers\\*](#)

## Where There's Business, There's Epson.

<sup>1</sup> Features vary by model. See [epson.com](http://epson.com) for specifications and details. | <sup>2</sup> ColorWorks C3500 and C7500 inkjet printers with DURABrite® pigment ink, used in combination with Neenah Kimdura™ polymedia, have been BS-5609 certified.

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