



Epson News - Week 17 2010 - Overview

- Epson wins three prestigious TIPA awards
- New laser printer launched – AcuLaser CX28DN
- Ink cartridge packaging gets a makeover
- New ink cartridge sizes cater for different printing needs

Epson wins three prestigious TIPA awards



Epson has been awarded three of Europe's most important photo and imaging technology accolades at the Technical Image Press Association (TIPA) Awards 2010.

Epson has been recognised by TIPA for the past six years, and this year scooped three awards: 'Best Pro-Photo Projector' for the EH-TW5500, 'Best Expert Photo Printer' for the Stylus Pro 3880, and 'Best Photo Scanner' for the Epson Perfection V600 Photo.

TIPA consists of 29 member magazines from 13 countries, making it one of the largest and most influential photographic and imaging press associations globally. Every year the TIPA editors vote for the best products introduced into Europe during the previous 12 months, taking into account innovation, cutting-edge technology, design, ease-of-use and the price-to-performance ratio.

New laser printer offers robust, multi-function solution for medium and large businesses

Epson is pleased to announce the launch of the Epson AcuLaser CX28DN, a robust, multi-function A4 colour laser printer. Built for high productivity and demanding workgroups, it prints, scans and copies with duplex as standard, and can fit into almost any IT environment.



Key features:

- Robust A4 laser printer, scanner and copier
- Share across large workgroups using standard Gigabit Ethernet connectivity
- Dependable solution with 60,000-page monthly duty cycle
- Print and copy 24 pages per minute in both colour and mono
- Standard duplex printing and copying with duplex automatic document feeder
- Advanced scan-to functions, including scan-to-email, to-FTP and to-USB host
- Optional additional paper tray of up to 850 sheets for enhanced paper management
- Windows, Mac and Linux support – will fit into almost any IT environment
- ENERGY STAR®-qualified power efficiency for minimal environmental impact

The AcuLaser CX28DN will be available from 15 May 2010.



Epson ink cartridge packaging gets an eco-friendly makeover

You may have noticed that, from last month, we began changing our ink cartridge packaging to PET (polyethylene terephthalate). Starting with the most popular ranges, we will continue to roll out the new packaging across our entire consumer inkjet cartridge portfolio throughout 2010.

The difference is clear

The new PET packaging is transparent, maximising recycling possibilities, and is made from the same material as plastic drinks bottles, which have a well-established recycling stream throughout Europe. Customers will need to check with their local council for recycling facilities in their area.

The transparent material also has the advantage of allowing customers to easily view the pack contents, meaning they're less likely to open the pack prior to purchase.

Reducing environmental impact

As well as being fully recyclable, the new material contains a minimum of 50 per cent recycled content. By moving to PET, we're able to reduce the amount of CO₂ generated throughout the entire lifecycle of our ink cartridge packaging by up to 63 per cent (this figure assumes that 100 per cent of the PET packaging waste is recycled). It's all part of our commitment to reducing waste and choosing materials with lower impact.

Packaging weight change

As the new PET material is stronger than its predecessor, we are able to use a slightly thinner gauge of plastic. As a result, there will be some small changes to the weight specification on the newly-released Epson ink fact sheets. Please contact your Epson representative for the latest version of the ink fact sheets.



New Fox, Apple and Stag inkjet cartridge series cater for every printing need

Epson's new Fox, Apple and Stag ink cartridge series, launching this month, have been designed to meet the needs of all your customers – from price-conscious users who only print occasionally to those wanting the most economical solution for high volume printing.

Each new ink series can be identified by its clear reference image, which is easily recognised. Fox is the most affordably-priced ink series, ideal for cost-conscious customers who print infrequently. The Apple series allows customers to print more pages with fewer cartridges changes. And at the top of the range, Stag cartridges offer the lowest cost per page and the best value for high volume users.

Fox – wallet-friendly individual ink cartridges for less frequent printing.

Apple – print more pages at a lower cost per page.

Stag – XL inks for high volume, low cost printing.

The new cartridge series will enable you to offer your customers the best value solution for their individual printing requirements. Please contact your Epson representative for ink fact sheets.