

SurePress L-4733A/AW Digital Label Press

Versatile printing.  
Consistent quality.



**EPSON**  
EXCEED YOUR VISION

# Expand your offering and boost your bottom line

The SurePress L-4000 series inkjet digital label press makes high quality short-run printing easier and more efficient. It allows users to expand their service offerings and improve profitability.

These new L-4733A/AW models represent a major upgrade to the SurePress 4000 series. With a new ink system and refinements to the drying process, these new presses deliver even higher productivity on film substrates.

SurePress is widely recognised for delivering high levels of quality and reliability and is unique in using water-based ink that can print on both paper and film substrates.

The SurePress L-4733A/AW AQ ink system has been further developed to offer improved wettability to provide a number of advantages, such as enhanced image quality and colour stability. This allows label converters and commercial printers to achieve higher productivity and dependable performance on a greater variety of substrates.

Additionally, SurePress L-4733A/AW uses a CMYKOG ink set, offering a large colour gamut for excellent colour accuracy and saturation, and the inclusion of white and uncoated black inks expands substrate flexibility. Newly automated maintenance features further reduce downtime to improve productivity and reliability.



## Liquors

Labels for wine bottles, craft beer and spirits



## Industrial Products

Labels for electronic products, name plates for products of limited quantity



## Novelty

Labels for personalised or limited quantity products



## Food/Beverages

Labels for jams, cheeses, hams and bottled water



## Pharmaceutical

Labels for supplements, medicines



## Masking Tape

Masking tape, craft tape



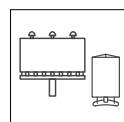
## Household Products

Labels for private brand samples and local brand products



## Cosmetics

Labels for private brand cosmetics and samples



## Window Graphics/POP

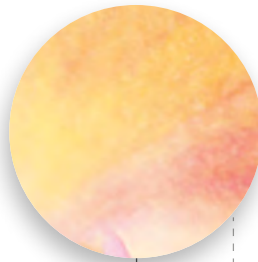
Indoor/outdoor POP, posters, signage

## Exceptional quality in label printing

Selected print modes have been enhanced to improve image quality. The new edge smoothing function delivers even sharper text and crisp lines at a faster print speed.



Character edges are straight and sharp.



Colours are richer and more natural.



**ALKHAM NURSERY**

### Orchid care information

**Position:** Place in good natural light but away from direct sunlight.

**Temperature:** Ideally keep in a warm room with a temperature between 17 - 23°C (63 - 73°F).

**Watering:** Water weekly by drenching the moss or bark then allow to drain. Do not allow the roots to become waterlogged.

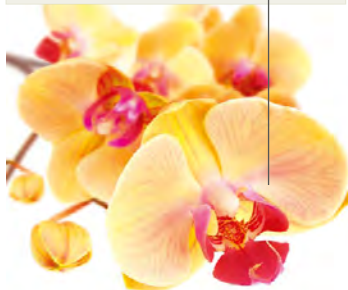
**Feeding:** Using a houseplant food occasionally will prolong plant life. Use only whilst the orchid is in flower.

**Flowering plants:** After flowering, cut the stem down to the first stem joint, reduce the temperature to approx 10°C (50°F) for 4 weeks and a new flower spike may follow.

**!** Natural toxins in some plants make them harmful if eaten by humans or animals. Wash your hands after handling as some plants may cause skin or eye irritation. Protect surface as scratching or staining may occur.

### Twin Stem Phalaenopsis Orchid (Moth Orchid)

Colour(s);	<b>Yellow</b>
Number of stems;	<b>Typically 2</b>
Height;	<b>57cm</b>



Display Until:

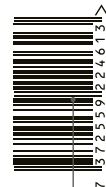
**22 Sept**

Price:

**£12.00**

Printed by Epson  
SurePress L-4033

[www.epson.eu/surepress](http://www.epson.eu/surepress)

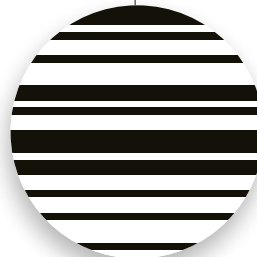


Produced for Alkham Nursery Group, Bracknell, Berkshire, RG11 5DF, UK

[www.alkhamnursery.com](http://www.alkhamnursery.com)



Reversed text is clearly legible.



Barcodes are crisp and sharp.

# High quality, accurate colour printing

Managing print quality consistently across a wide range of substrates is a challenge.

Epson produces and controls all technology inside the SurePress L-4733A/AW, from printheads to ink and software, and this is how we can achieve precise colour quality for every job on each substrate, every time.

## Epson micro piezo multi-printhead array

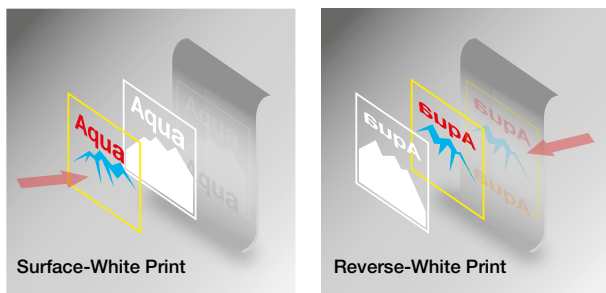
Epson's printheads feature micro-fine nozzles that deliver perfectly accurate dot shapes and placement for each colour. This results in superior colour quality and sharp detail for barcodes and small text.



Epson Micro Piezo multi-printhead array

## Epson SurePress AQ ink T4

A water-based pigment ink-set has been developed specifically for the SurePress L-4000 series with six colours including green and orange for an extra-wide colour gamut. This ensures accurate colour reproduction for precise colour matching with excellent adhesion on a wide variety of label substrates, without the need for any pre-treatments or coatings. An opaque white ink is available on the AW model. This new and improved ink-set complies with REACH regulations (Registration, Evaluation, Authorisation and Restriction of Chemicals) and FCM (Food Contact Material), which means food and medical labels can be printed safely.

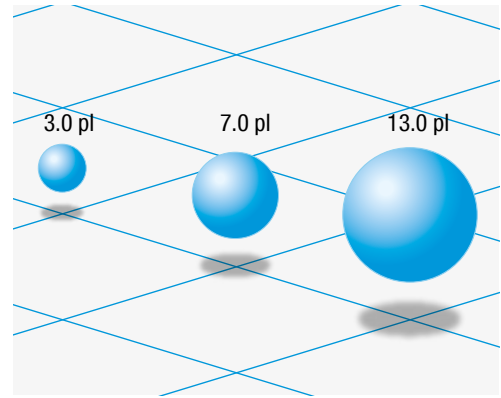


The SurePress L-4733AW provides the flexibility of printing white first or white last



## Variable-Sized Droplet Technology

Epson's Variable-Sized Droplet Technology produces different size ink droplets as small as 3 picolitres. These precisely sized droplets allow the ink to be uniformly applied, contributing to smooth gradations and accurate colours for optimum image quality.



Variable Sized Droplet Technology

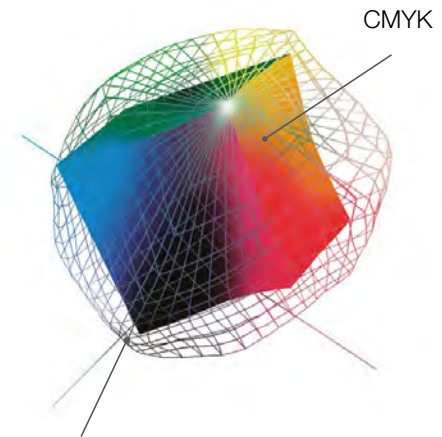
## Expanded colour gamut

Epson inks are known for their wide colour gamut and accurate colour reproduction. With Green and Orange inks in addition to Cyan, Magenta, Yellow and Black, the inks expand the colour gamut for even higher accuracy and colour saturation. The difference is especially noticeable in the bright green to yellow and yellow-orange-red portions of the colour space. You will be able to match colours more accurately and the highly-saturated colours make labels look even more appealing

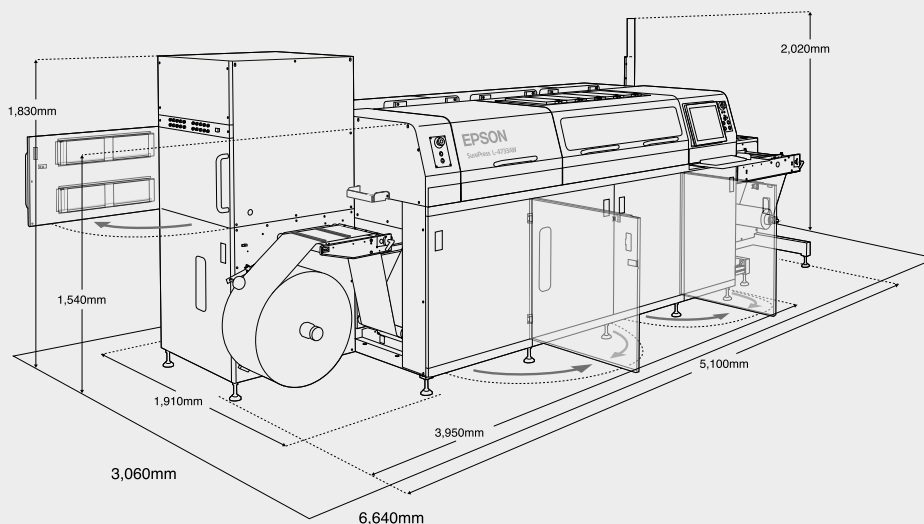
## Pantone coverage up to 91%

The Epson SurePress L-4733A/L-4733AW printer has been evaluated and approved by Pantone as being capable of achieving 91% of the PANTONE® Solid Coated Colors when used in conjunction with the Avery Primax 250TC/S692N/BG40W/BW6033B substrate system and Epson ink. 91% calculated using CIEDE2000  $\leq 1.5$  tolerance.

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SurePress L-4733A/AW



## Dual drying system

A unique two-stage drying process ensures optimum ink adhesion to label substrates.

The first drying stage is a platen heater, which starts fixing the image onto the substrate.

The substrate then moves down to the second drying stage, where hot air blown from a fan evaporates the remaining moisture.

After drying, the substrate moves directly to the rewinder.

# Streamline your production



The SurePress L-4000 series offers effortless job printing with minimal maintenance.

Offering improved image quality at high print speeds, the press is reliable, consistent and easy to use. A single operator can run multiple presses safely and easily, enabling you to increase productivity.

The press features auto head maintenance which delivers a faster, more efficient and reliable workflow, allowing you to handle a higher number of short-run jobs, resulting in significantly improved profitability.

## Optional in-line spectrophotometer

The Epson SureSpectro AS-4000 can reproduce specific colours easily and efficiently to add even more value to your label creation process. With this option, users can create ICC profiles without any special skills or experience, and improve workflow.



AS-4000 in-line spectrophotometer



SurePress L-4000 with AS-4000

## User-friendly interface, touch-screen operation

The touch-screen panel is extremely simple to use, with an intuitive interface that keeps you in control of every aspect of printing. Job configurations can be quickly set and operating status can be readily checked at any time. Settings for specific types of jobs can be saved, so set-up is even faster the next time for repeat jobs.

## Ease of use

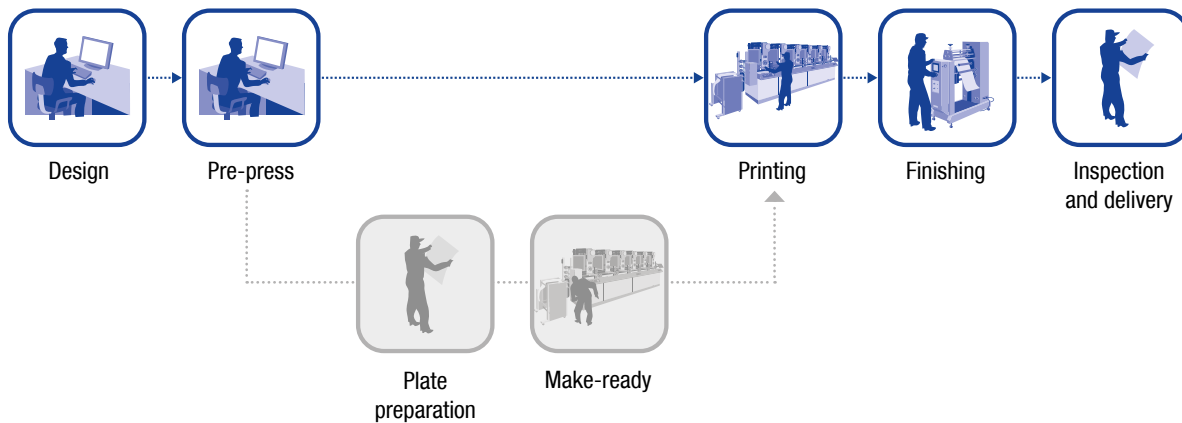
Save time and money with minimal maintenance requirements. The printing mechanism is easy to access and maintain, and ink replacement is quick and easy with no need to stop the press — simply replace the empty ink cartridges and continue printing. Remote diagnostics and analysis is available to support your business.



## Fast and efficient digital workflow

Conventional workflows involve additional time-consuming steps that are not necessary with the SurePress L-4733A/AW. A fast and efficient digital workflow reduces time and improves turnaround for printing jobs.

## Improved turn-around



Conventional workflows require additional plate preparation and make-ready steps.

## Eco features



Pre-treatment of substrates is not necessary.



SurePress AQ ink T4 is water-based and has good adhesion on a wide variety of standard label substrates.



Resource-saving, no use of chemicals, plates or films.



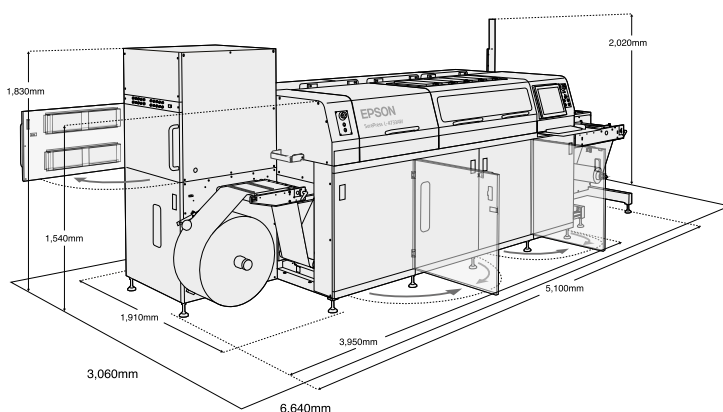
Simple colour matching process reduces substrate wastage and ink consumption.



Both the SurePress L-4000 series and SurePress AQ Ink T4 are in compliance with EU Directive RoHS (Restriction of Hazardous Substances).

# Specifications

<b>SurePress L-4733A/AW</b>	
<b>Print technology</b>	Epson Micro Piezo™ inkjet technology
<b>Resolution</b>	Up to 720 x 1440 dpi
<b>Ink type</b>	SurePress AQ Inks T4 <sup>1</sup>
<b>Ink cartridges</b>	Black, Uncoated Black, Cyan, Magenta, Yellow, Orange, Green, Over print liquid, White (AW model)
<b>Web width</b>	80 mm to 333 mm adjustable to support any width in this range
<b>Image size</b>	315.2 mm x 914.4 mm
<b>Print speed</b>	Up to 8.2 metres per min (film 5 metres per min / 4pass)
<b>Substrate support</b>	Standard self-adhesive label substrates; semi-gloss, gloss and matte paper; BOPP, PET, Yupo, foil, metalised film and PVC
<b>Substrate thickness</b>	80 to 320 microns
<b>Unwinder capacity (max)</b>	100 kg weight/600 mm diameter with 76 mm inner core
<b>Network connectivity</b>	Ethernet 1000 Base-T or higher is recommended
<b>Dimensions of press (WxDxH)</b>	3788 mm x 1847 mm x 2016 mm (excluding rewriter)
<b>Dimensions of rewriter (WxDxH)</b>	1310 mm x 900 mm x 1000 mm
<b>Power requirements</b>	Rated voltage ± 10% (180-220 V): Rated voltage AC (3 phases 3 lines) 200 V
<b>Weight of press</b>	1730 kg including rewriter



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<sup>1</sup>Epson SurePress AQ ink is not intended for direct food contact printing

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