

# Epson launches new printers

In helping customers raise the bar of their productivity and efficiency, Epson has launched several solutions across its various business segments.

They include a new SureColor P9560, Epson's first 12 colour large-format printer offering its widest colour gamut with 99 per cent pantone coverage. The SC-P9560 is aimed at artists and photographers as it offers reliable reproduction for professional proofing and rapid throughput for high-volume production.

In the dye-sublimation printing space, it unveiled two new printers – a 64-inch SureColor F9460H, Epson's first fluorescent ink, dye-sublimation, textile printing solution which builds on the success of its F-Series; and the new SureColor F560, what Epson calls a world-first, single-vendor, 24-inch dye-sublimation printer with integrated bulk ink system. The latter is designed for small business and fine art production.

It also took the wraps off a new ColorWorks C6010 and C6510 label printers. These on demand label printers extend Epson's existing range to meet the needs of small to medium batch customers across many sectors including food, chemical, beverage, horticulture and logistics.

They are aimed at small companies producing labels in small runs that have typically, in the past, sub-contracted out

**New solutions target increased production**



Targeting productivity and efficiency: Craig Heckenberg, managing director of Epson Australia and New Zealand

their label needs.

Craig Heckenberg, managing director of Epson Australia and New Zealand, says the common themes across the new launches are a significant increase in productivity and efficiency.

He explains, "Our products are better than they have ever been on many levels, including being kinder to the environment. You can now print faster, onto more substances and use less ink than ever before. You can also project brighter and bigger for longer at a lower cost and with less effort.

"As we look to the future, our world will continue to become more digitised and connected than ever before, but Epson believes not at the expense of

the environment. Innovations that Epson drives will create new value providing solutions to address real issues and help to achieve sustainability.

"Epson is proud of its rich history of craftsmanship and innovation. The breadth of products and technologies help shape and influence the way we live and work."

In addition to the above, and to coincide with its milestone of selling over 40 million EcoTank printers globally, Epson announced the expansion of this range with six new EcoTank models.

They consist of five new EcoTank single and multi-function mono models (ET-M1170, ET-M1180, ET-M2170, ET-M3170 and ET-M3180) and the ET-1110 single function colour model, all of which Epson Australia consumer division sales and marketing general manager Bruce Bealby says are cheaper to run and are better for the environment than equivalent laser printers.

He says, "Our president Usui insists that the product designers and product engineers focus their efforts on solving real life issues faced by our customers. What you see today across all our product ranges are examples of productivity and efficiencies.

"This is the next generation of Epson's large format printers with more flexibility, more productivity and even lower running costs."

## Epson scores Good Design Awards

Epson's wide format printers won several 2019 Good Design Awards, which are presented annually for designs that benefit and enrich people's lives and society.

They were the new dye-sublimation SureColor SC-P9560; the new 12-colour SureColor SC-P7560 and the SureColor SC-P9560 roll-to-roll printers.

One of the winning products, the SureColor F560 is a compact 24-inch dye-sublimation printer, which ships as a package complete with ink, media, and software.

Epson says it has designed this printer for small business and fine art applications, combining compact size with high format flexibility, and a low cost of ownership.

The company adds that the SureColor SC-F560 can replace screen printing as a simple, efficient, and easy to use machine working in conjunction with a heat press to enable production of a range of durable items, from metal signage and photo prints to soft signage, custom cabinetry, clothing, décor, and merchandise.

Whether printing promotional or fine art applications, the SureColor SC-F560 will handle low volume and ad-hoc work. It features flexible media handling and a new tank ink system, producing images in 2400x1200dpi max resolution. Epson says the solution uses cost-effective ink and will ship as a complete package for quality production with minimum fuss.