

Epson Colour Label Range

COLOUR LABEL PRINTERS – SALES GUIDE



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Introduction

About this guide

The colour label market is evolving, and Epson is a key vendor that's driving change.

Our label printer technology offers ease of use and unrivalled reliability. Customers can take complete control of label production, and benefit from all the advantages on-demand printing brings.

This Colour Label Printers – Sales Guide is designed to provide you with at-a-glance information about our label printers, their key markets and their advantages over competitor products and technologies, allowing you to deliver better customer value and respond more effectively to questions.

This guide contains:

- On-demand colour label printing: Old process vs. new process comparison analysis
- Colour label printers: Target markets and value proposition
- Product line-up and selling strategy: Epson technology key advantages
- Media selector guide, so you can easily find the right media for the right applications
- Cheat sheet: Q&A to help you quickly answer common customer questions

The guide will help you understand the Epson colour label printers better, see their potential value to your customers and prospects and find opportunities for them in your accounts and marketplace.



Value proposition



Projections show that requirement is growing for on-demand printing.

Compare the two procedures

Old process

New process

1

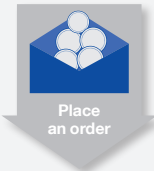


Design

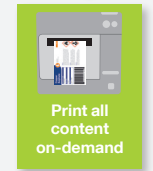


Design

2



Place an order



Print all content on-demand

3



Outsourced production (pre-printing)



On-demand colour printing, only two stages!

4



Delivery

5



Inventory (different layouts)

6



Monochrome overprint

On-demand colour label printing

The value proposition of printing colour labels on-demand is very simple: buy blank label stock and print your own labels! The immediate benefits of this new and improved process are numerous.

Insights

- Traditional label printing is being rapidly replaced by on-demand label printing.
- Discover the unparalleled advantages of printing directly onto blank label stock to produce your own labels.
- See the benefits of this streamlined solution straightaway.

Benefits from on-demand colour printing

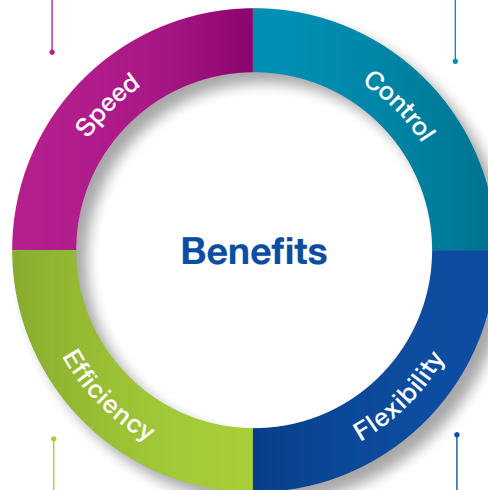
The old process of printing labels includes two stages: the colour pre-printing and the monochrome overprint. The the new process has only one step: on-demand colour printing. The benefits of this streamlined production process can be summarised as follows.

Speed

Print in full colour without sacrificing the printing speed. Huge improvement in the total label production time.

Control

No need to order pre-printed labels - you have the control to print your own labels, whenever you need them.



Efficiency

No time spent hunting for and retrieving correct pre-printed labels. No production disruptions to change pre-printed rolls.

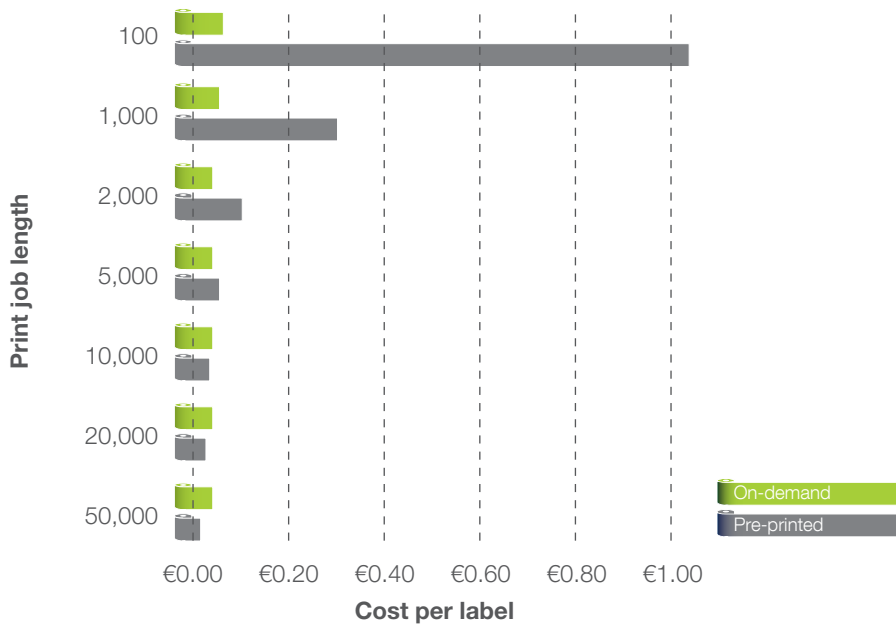
Flexibility

Immediate label customisation. Change designs on the run, print as many labels as you need.

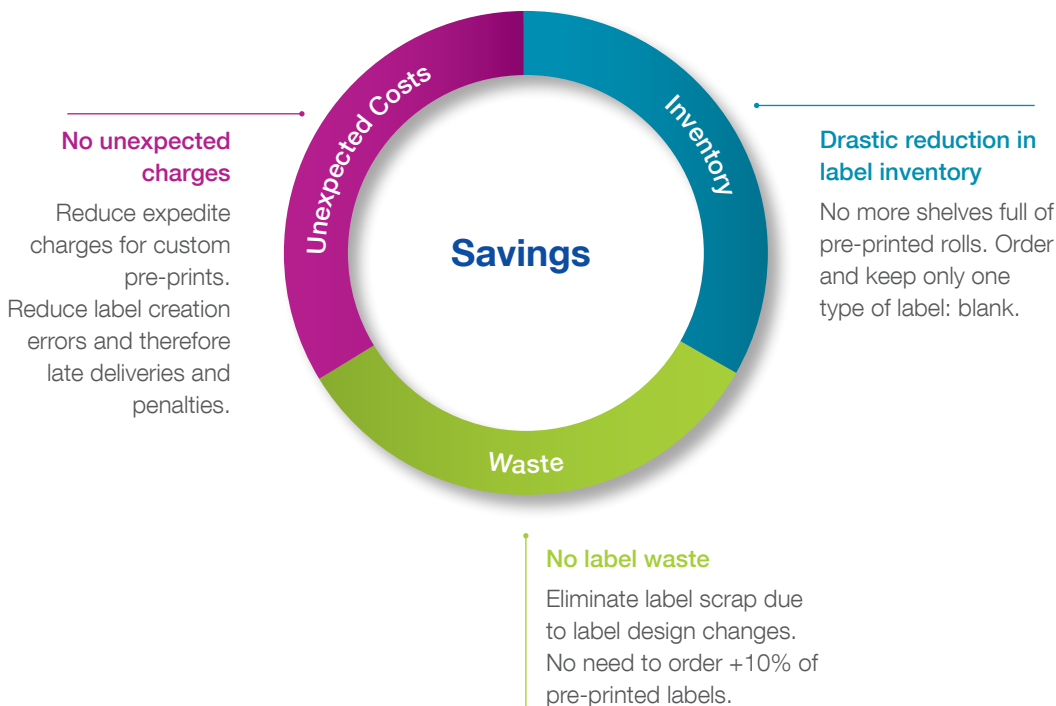


Cost savings from on-demand colour printing

The cost of pre-printed labels is especially high in the small to medium production size, due to the expensive set-up of the industrial presses. This is an area where the cost per label of on-demand printing is a clear advantage.



Printing labels on-demand avoids the 'soft costs' associated with the pre-printed labels' two-step process. This is an additional cost-saving benefit.



Pre-printed labels with black overprint	On-demand colour labels
Ease of use	
Gets complicated if number of layouts is big	Simple ✓
Colour and graphics	
Colour is possible only on the pre-printed part	Full flexibility on use of colour ✓
Information	
Variable (only the monochrome overprint)	Variable (both colour and monochrome part) ✓
Cost per label	
Low: if thousands with same design	Low: even in small quantities ✓
High: if small quantity	
Waste	
Mid (happens when changing label designs)	No waste! Print what you need and when you need ✓

More savings

Keep in mind that print speed is a factor in job time, and therefore cost. Epson label printers are designed to print in full colour without sacrificing print speed. Combined with the time savings resulting from being able to change label designs without having to interrupt the production process, the result is a huge improvement in efficiency.

Value proposition by market



Small and mid size manufacturers of consumer goods (wine, cosmetics, speciality food) often need to print less than 1,000 product labels. These short, non-standard label runs could be for seasonal goods, gourmet products produced in very small quantities, or for personalised content.

Manufacturing

Product label (prime label)

- Print colour labels in any quantity with no upcharge
- Produce special and one-off labels
- Maximise product visibility, highlight your brand and enhance your reputation

Product labels



Product box labels



GHS labels



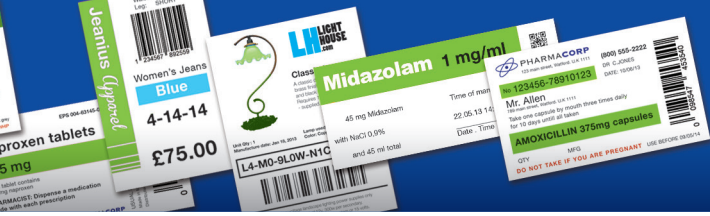
Product box label (packaging label)

- Make your products stand out with high-quality, eye-catching colour labels
- Provide clear, easy-to-read instructions with full-colour graphics and photos
- Highlight information within a labels content, or print speciality labels

GHS labels

- Print durable GHS chemical labels, not just with black and red symbols, but with the flexibility of printing any colour
- BS5609 certified solution of DURABrite Ultra Ink with PE Matte Label media





EU energy labels

- Enhance the EU Energy labels by adding your brand and logo
- Print durable EU Energy labels, resistant to liquids and scratches



Healthcare

Prescription, laboratory, syringe and pharmacy labels

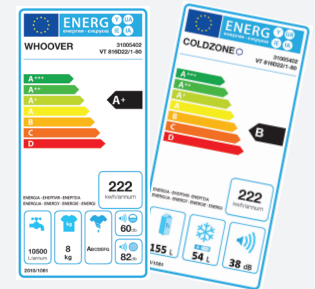
- Improve the visual recognition of vital information to reduce operational risks in hospitals and provide better patient care and safety
- Use colour and design to clarify patient names and dosage instructions

Retail

Shelf tags, price tags and recipes

- Get your company noticed with consistent, recognisable graphics
- Introduce promotions quickly and effectively with on-demand printing

EU energy labels



Prescription, laboratory, syringe and pharmacy labels



Shelf tags, price tags and recipes



Product line-up and Epson technology differentiators



TM-C3400 key features

- Epson DURABrite Ultra pigment Ink resists smudging, fading, water and most other liquids
- Single, high-capacity ink cartridge
- Printing speed of up to 92 mm/sec

TM-C3500 key features

- High-quality, four-colour inkjet printing (CMYK)
- Fast print speeds of up to 103mm/sec
- Individual ink cartridges save you money, as you only replace the colour used
- Integrated auto-cutter
- Easy set-up software included
- Complies with the BS5609 certification*1

GP-C831 key features

- Ideal for large labels, including large format drum and chemical labelling
- Industrial-strength inkjet printer with tractor feeder
- Fast print speeds of up to 91.7mm/sec*
- High-resolution photographic printing 5760x1440
- Complies with the BS5609 certification*1
- High-capacity, individual ink cartridges

Colour label printers range



TM-C3400



TM-C3500



GP-C831

Print width	max. 104mm	max. 104mm	max. 203mm
Printing speed	max. 92mm/sec (360 x 180dpi; 56mm width)	max. 103mm/sec (360 x 360dpi; 56mm width)	max. 91.7mm/sec (13.6 pages per minute)
Colours	3-colour CMY	4-colour CMYK	4-colour CMYK
Paper feed	Internal roll or external rear feed	Internal roll or external rear feed	Rear traction feed

Which product should I offer?

Each product in the colour label printer range has different capabilities. The table below shows at a glance which product and media is best suited to which applications.

Industry	Market Application	Printer			Media			
		TM-C3400	TM-C3500	GP-C831	Premium Matte Ticket	Premium Matte Label	High Gloss Label	PE Matte Label
Manufacturing	Product label		••				••	
	Product box label	•	••			•	••	
	Colour enhanced barcode label	•	••			•	••	
	Assembly part label	•	••			••		•
	GHS label (<4in wide)	••	••	•				••
	GHS label (>4in wide)			••				••
Pharmacy and Healthcare	Prescription label	••	••			••		
	Laboratory label	••	••					••
	Syringe label	••	••					••
	Pharmacy label	••	••			••		
Retail	Shelf tag	•	••		••	•		
	Price tag	•	••		••	•		
	Recipe	••	••		••	•		
Ticketing	Event ticket	•	••		••			
	ID badge	•	••		••			•

- Recommended
- Also suitable



Epson innovation throughout

Epson is the only colour label printer manufacturer to exclusively use its own technologies in its printers. This means Epson label printers are built from the ground up, with all components designed to work together to deliver superior reliability and performance.

Micro Piezo

Epson Micro Piezo printheads offer unique advantages over the thermal printheads used by other manufacturers. Micro Piezo doesn't use heat, and so doesn't 'boil' the ink. Instead, an electric charge is applied to a piezo-electric element to place the ink droplets with amazing accuracy and precision. Furthermore, Micro Piezo printheads are permanent and last for the life of the printer.

Epson Auto Ink Detection (AID)

Unique to Epson, Auto Ink Detection technology uses sensors to detect the amount of ink in every droplet before the ink is applied. This means any issues relating to clogged nozzles are picked up early, before a misprint occurs, allowing printing operations to be left unattended.

This sophisticated technology boosts productivity, cuts down on waste, improves performance and ensures results are consistent.

Epson DURABrite Ultra pigment ink

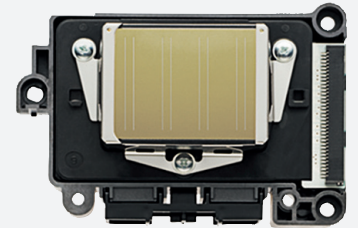
DURABrite Ultra inks contain pigmented particles that are encapsulated in a protective layer. This makes the prints more resistant to light, water, humidity and scratches, therefore increasing their life - crucial for applications where print durability and stability are key.



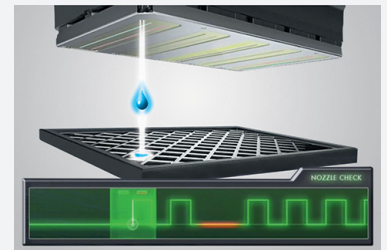
Epson PE Matte Label

In certain application where it is important for the printed labels to be more resistant, the substrate durability is key. The Epson PE Matte label is a synthetic label with permanent adhesive, and is resistant to water, alcohol, acetone, oil and many chemicals.

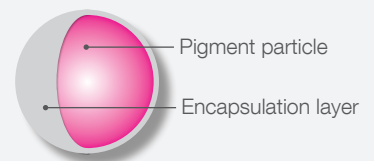
Micro Piezo technology



Epson's AID technology



Epson DURABrite Ultra pigment inks ensure accurate, smudge-proof printouts that are resistant to water and other liquids.



Print long-lasting, durable synthetic adhesive labels that can handle extreme conditions.



Comparative data and Media selector guide



Key sales points

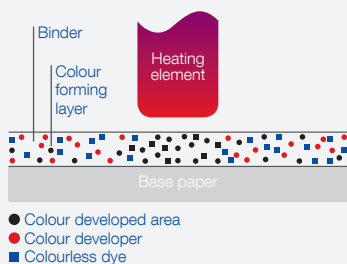
Profitable

- No need for periodic replacement of the printhead reduces costs.
- Avoid misprints which lead to additional costs.

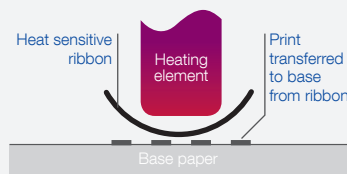
Versatile

- Wide range of media for various applications.
- UV resistant for better longevity

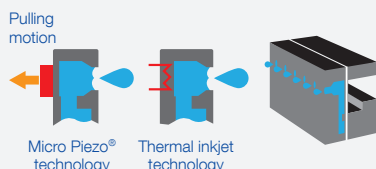
Cost-critical applications



Mission critical applications



Colour-critical applications



Epson Micro Piezo vs. other inkjet printing technologies

How are the technologies highlighted in the tables below important to your customer?

	Ink	Printhead	Consistency of print
Epson colour label printer	Pigment ink= Water and smudge resistant, better light (UV) resistance	Micro Piezo® Method= Permanent printhead, no replacements, no additional costs	No misprints: AID technology allows unattended (batch) printing - perfect for overnight use
Other colour label printer	Dye-based ink= Inks soluble in water and very weak light (UV) resistance	Thermal Method= Needs periodic replacement of the inkjet printhead, it can be costly	Printer needs to be monitored while in use

Epson Micro Piezo vs. direct thermal and thermal transfer

Epson Micro Piezo vs. the traditional label printing technologies – direct thermal and thermal transfer.

	DT: Direct Thermal	TT: Thermal Transfer	IJ: Inkjet
Consumable	None	Ribbon	Ink
Printout life	Short (sensitive to light, heat and abrasion)	Long (only in combination with expensive resin ribbons)	Mid
Colour	Limited (special paper required)	Limited (colour ribbons - slow & expensive)	CMYK
Cost	Very low, due to no printing consumables used	Mid (depend on types of ribbons used)	Mid



Thermal Transfer Printer



TM-C3500



Inkjet media line-up comparison



Premium matte ticket Premium matte label High gloss label PE Matte label

Print quality	Great colours and imaging	Great colours and imaging	Best colours and imaging	Good colours and imaging
Cost	Good cost	Good cost	Higher cost	Highest cost
Durability	High durability	High durability	Medium durability	Extreme durability (B35609 compliant)

Ecology and economy



Compatibility with a wide selection of media is key in expanding the range of applications for inkjet label printers. Epson DURABrite Ultra pigment inks can be used with a wide range of uncoated, matte coated and glossy coated media, offering many applications and possibilities.



Q: “What are the estimated costs per print and how do I find this information?”

A: The cost per label is a quite complicated calculation, as it depends on many variables which include the colour coverage and colour mix on each label. Estimates on ink costs for sample labels are available in the Sample Label Brochure. For a more accurate calculation based on specific label design, please ask your local Epson representative.

Q: “What is a ‘Maintenance Box’?”

A: The Maintenance Box absorbs the ink used in the maintenance sequences performed by the printer. These sequences prevent ink drying on the nozzles of the printhead, thereby avoiding nozzle clogging and potential misprints. The life of the Maintenance Box depends on the printer duty but, on average, it will last over six months before it needs to be replaced.

Q: “What are the shutters?”

A: The shutters are the sliding covers for the air-holes, located on the platen of the printer. They need to be adjusted, depending on the width of the used media. The shutters control the vacuum air-stream over the media and if not set correctly can cause paper jam or smudged printout.

Q: “What is the life expectancy of the printhead?”

A: Micro Piezo printheads, used in all Epson colour label printers, are permanent and remain in the printer throughout its life. There is no need for any printhead replacements.

Q: “How much maintenance does the printer require?”

A: All Epson colour label printers have an automated self-maintenance process. The only additional recommended maintenance is periodical cleaning of the paper path, such as blowing out any accumulated paper dust from the auto-cutter. In every Maintenance Box package, there is a platen cleaning kit, which is recommended to be used when the Maintenance Box is changed.

Q: “Can I print on my old thermal transfer labels?”

A: No. You can print on plain / non-coated paper (such as standard office paper) or inkjet-coated substrates (matte-coated or glossy-coated), based on paper or film (polyethylene, polypropylene, etc).

Q: “Are the labels UV resistant?”

A: The pigment ink used in the label printers is lightfast for longer than dye ink. However, if the labels are exposed to direct sunlight, colours may begin to show signs of fading after three months.

Q: “Are the labels water resistant?”

A: Yes. And not only resistant to water, but to many other liquids including alcohols and some chemicals.

^{**}When printed on Epson PE Matte Label media.

^{**}Warranty offers are not available for all countries. Please contact your local Epson representative.

For further information please contact your local Epson office or visit www.epson-europe.com

Austria 01 253 49 78 333 Belgium +32 (0)2 792 04 47 Czech 800/142 052 Denmark 44 50 85 85 Finland 0201 552 091 France 09 74 75 04 04
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Italy 02-660321 10 (0,12 €/min) Luxembourg +352 27860692 Middle East +9714 8872172 Netherlands +31 (0)20 708 5099 Norway +47 67 11 37 00
Poland 0-0-800 4911299 (0,16 zł/min) Portugal 707 222 111 Russia (095) 777-03-55 Slovakia 0850 111 429 South Africa (+2711) 465-9621
Spain 93 582 15 00 Sweden 0771-400135 (Mobilsamtal – 0,99 kr/min, Lokala samtal – 0,30 kr/min, Utlandssamtal – 0,89 kr/min) Switzerland 022 592 7923
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