

Why Epson® Heat-Free Technology for Business Printing?

Great inventions are often not entirely new to the world. They come from taking what exists and seeing it in new ways. And so it is with Epson Business Inkjet Printers. Epson recognized office printing was desperate for innovation. Laser technology had hit its zenith. Productivity, quality, and environmental improvements were incremental, not extraordinary. So, building on technology developed for its commercial products, Epson created a line of hardworking office printers around its proprietary PrecisionCore Heat-Free Technology™. By removing heat from the ink injection process, Epson has set new benchmarks for cost of ownership, image quality, and productivity.



Printers

Heat-Free
Technology



Value Propositions

The Future of Printing

- Reduce power consumption by eliminating heat from the ink ejection process.
- Reduce waste with fewer maintenance parts and high-yield consumables.

High-Productivity Business Printing

- Maximize uptime with fewer interventions, fast first-set-out time, and powerful print speeds, even in duplex mode.
- Low cost of ownership from low power consumption and high-yield replaceable ink systems.

High-Quality Business Printing

- Sharp image quality with astonishing ink placement accuracy from PrecisionCore Heat-Free Technology that produces up to 40 million precise dots per second.
- Remarkable color consistency even for high-volume print jobs.



Epson Heat-Free Technology vs. Laser

- Comparable to competitive laser printers, Epson inkjet printers with Heat-Free Technology have just three steps vs. eight to first page out.
- Epson Business Inkjet products typically have fewer maintenance parts, which helps to reduce the frequency of service interventions.
- The WorkForce Enterprise WF-C21000, with Heat-Free Technology, reduces electric consumption by as much as 85% compared to leading color laser printers.¹
- Epson Heat-Free Technology printers can print as fast as 100 ISO ppm², and with no need to heat toner or ink, there is no warm-up time.



Market Trends and Insights

Growth in Inkjet for Office Printing:

In 2018, 66% of office printer units shipped out were inkjet. The IDC projects that 71% of office printers will be inkjet by the year 2023.³

Work- and Learn-from-Home:

The COVID-19 pandemic has altered the office and classroom environments significantly, with many opting to remain virtual full-time. Even as offices and schools reopen for in-person activities, expect many to maintain some level of remote flexibility indefinitely. This trend has created new demand for companies and families to outfit their homes with desktop devices. A key focus is on features like high-yield and refillable ink tanks and wireless capabilities. Epson printers with Heat-Free Technology are attractive options for printing due to high-yield ink, high uptime, fast first-set-out times (FSOT), and low cost of ownership.

Back to the Office:

As the economy reopens, businesses will once again reinvest in new office equipment. For many businesses, print remains a critical component of office workflow. In the post-COVID era, office's will have an emphasis on maintaining a safe and healthy environment, with new sanitation standards and outside visitor policies. While no printer is completely hands-off, a core benefit of Epson's PrecisionCore Heat-Free Technology is longer uptimes without intervention due to the printers having few maintenance parts, which can result in fewer service calls.

Sustainability Remains a Focus:

Addressing calls by employees and customers to reduce their environmental impact, many businesses are taking measures to reduce their carbon footprint. Epson's PrecisionCore Heat-Free Technology helps to reduce electric consumption by eliminating heat from the ink injection process and reduce waste due to having few maintenance parts and high-yield consumables.



Probing Questions

- How many printers do you have in your fleet?
- What is your mix of MFPs vs. single-function printers?
- What is your approximate monthly page volume?
- What is the approximate percentage of color printing?
- Do you require tabloid or large-format printing?
- Do you require finishing capabilities (stapling, hole punching, booklet)?
- What is your mix of inkjet vs. laser printers?
- What brands do you currently have in your print fleet?
- Are you currently using any scan workflow or print management solutions?
- How many employees do you have in this office?
- What is the square footage of your office?
- How much are you currently spending annually on printing, including devices, supplies, and maintenance?



Overcoming Obstacles



Our entire print fleet is laser. Why should we switch to inkjet?

In 2018, 66% of office printers shipped were inkjet. That number is projected to grow to 71% by 2023, according to IDC.³ Epson Business Inkjet Printers feature PrecisionCore Heat-Free Technology, which is engineered to maximize uptime while producing vibrant prints and reducing waste. Epson Business Inkjet Printers also have a low cost of ownership.



How is your inkjet technology different than the inkjet at my home?

PrecisionCore, the technology that powers Epson commercial and industrial inkjet printers, is the same technology found in Epson office printers. The PrecisionCore Heat-Free Technology printheads are designed to last the life of the printer, making them ideal for busy offices.



Inkjet is inefficient and requires too many interventions

With Epson's PrecisionCore Heat-Free Technology, there is practically no warm-up time and print speeds can reach up to 100 ISO ppm³, enabling fast First Page Out Times (FPOT) and fast First Set Out Times (FSOT). Furthermore, Heat-Free Technology reduces the amount of maintenance parts, which can result in fewer interventions and maximized uptime.



Target Customers: *Small and Medium Businesses*

Applications	Examples	Key Influencers/Decision-Makers
Education	Curriculum Packets, Brochures, Flyers, Announcements, Posters, Booklets, Stationery	IT Directors, CTOs
Retail	Coupons, Event Cards, Menus, Loyalty Program Materials, Shipping/Return Labels	Owners, IT Directors, CTOs
Houses of Worship	Handbooks, Directories, Prayer Cards, Flyers	Parishioners, IT Directors, CTOs
Architecture, Construction & Engineering	Blueprints, Schematics, Renderings, Contracts, Manuals, Data Sheets, Schedules	Owners, IT Directors, CTOs



Available Sales Tools

- www.epson.com/heat-free
- www.epson.com/businessinkjet
- www.epson.com/precisioncore
- Specification Sheets*
- Secret Sauce Infographic Flyer*
- BIJ vs. CIJ Product Comparison*
- Business Pricing Comparison Guide*
- Selecting the Right Epson Device*
- Why BIJ PPT*
- BIJ 2020 Line Guide*
- Inkjet Fast Facts*
- Case Studies*

* Login to www.epsonpartnerportal.com before accessing the link.

1. Compared to similarly featured A3 color laser MFPs and copiers at 45 PPM or higher, based on industry available data as of March 2019. Actual power savings will vary by product model and usage | 2. Black and color print speeds are measured in accordance with ISO/IEC 24734. Actual print times will vary based on factors including system configuration, software, and page complexity. For more information, visit www.epson.com/printspped | 3. Source: IDC Worldwide Quarterly Hardcopy Peripherals Tracker, IDC Worldwide Quarterly Large Format Printer Tracker, IDC U.S. Production Page Volume by Application Forecast, 2018–2022