

# Epson: Quality results from continuous improvement

The latest models in Epson's printer range are already turning heads, winning awards and impressing the experts. "Our new Epson Stylus Photo R3000 has just won the prestigious Technical Image Press Association (TIPA) 'Best Expert Photo Printer' award," says Nika Maltseva, marketing manager at Epson New Zealand. "This is the second year in a row we have been recognised in this category. Last year it was the Epson Stylus Pro 3880 that picked up the award. In addition, TIPA named our Epson Stylus Pro 4900 as the 'Best Large Format Printer' and our Epson Perfection V330 Photo as the 'Best Photo Scanner.' And, speaking of awards, our Epson WorkForce 60 has been entrusted to produce 'every official credential' at the 2011 annual Academy Awards ceremony (the Oscars), the 12th year in a row that Epson has managed the task."

Why does Epson clean up with accolades, industry recognition and awards? "In a word – quality," says Maltseva. "Every model we release brings improvements. Be it faster speeds, more refined inks, streamlined paper-handling, wire less integration, improved print engines, what ever. We spend massive amounts on research and development to ensure that when you sell an Epson printer, you are selling the very best machine on the market for its particular class."

## Epson Stylus Photo R3000

A perfect example of Epson's quest for continual improvement is their Epson Stylus Photo R3000. This new printer, ideal for serious hobbyists and professional photographers, boasts nine high capacity cartridges of Epson UltraChrome K3 with Vivid Magenta pigment ink, networking and wireless connectivity and advanced front-in front-out fine art media handling. The R3000 produces gallery-quality black-and-white prints plus vivid colour prints with breathtaking blues and violets.

Combining Epson's innovative MicroPiezo printhead, Advanced Black-and-White Photo Mode, Auto Switching of Photo and Matte Black inks, ink droplets as small as 2 picolitres to dramatically reduce grain and produce incredibly smooth tonal changes and a 2.5" colour LCD control panel, the R3000 is a sophisticated, easy-to-use printer designed to inspire creativity.

"This is a quality A3+ printer," says Maltseva. "We launched it at the Photographic Society of New Zealand National Convention in April and the feedback we received was impressive. The people we talked to really liked the quality of the output as well as the ease of operation. The creative ones appreciated the three-level black technology which delivers richer blacks, outstanding tonal range and an unprecedented grey balance, ensuring outstanding black-and-white prints. We also had a range of specialty papers as well and demonstrated how different paper and ink combinations could achieve different results, according to specific requirements. Already the orders are starting to roll in."

## Epson WorkForce 840

While the Epson Stylus R3000 is somewhat of a specialty printer, the new Epson WorkForce 840 multifunction is ideal for busy small offices. "Small business drives New Zealand and this multifunction has what small offices need to get the job done fast, trouble-free and with excellent results," says Maltseva.

The Epson WorkForce 840 is a fast, versatile and high-volume multifunction printer for busy small offices where high quality output, reliable performance and value for money are daily requirements. With the full range of time-saving,

productivity-enhancing document capture, handling and sharing features, the WorkForce 840 is precision engineered to provide full support for the most demanding business. It prints fast, high quality documents, exceptional photos and, for multitasking in every small office, has easy-to-use document sharing choices through scanning, copying and faxing.

At the heart of the Epson WorkForce 840 is a brand new print engine that is faster, quieter and has improved paper handling systems to reduce the risk of paper jams and wastage. Epson has integrated auto-duplex capabilities directly into the paper path, saving space, reducing the

number of moving parts and improving speeds. This is possible by the use of Epson's DuraBrite Ultra resin coated inks which dry on contact, further reducing clogs and residue build up. As a result, the intelligent print engine design has enabled Epson to produce a sleeker, smaller multifunction that makes the most efficient use of precious office workspace.

"This is just one of the continual improvements that ensures that the Epson printer or multifunction you sell to your customers represents the very highest quality available from any vendor," says Maltseva. "But regardless of all of the awards, innovations and precision engineering, the

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proof is in the final output. Every Epson printer produces outstanding business graphics, superb photographic images or everyday documents fast, efficiently and without jams. At the end of the day, your customers want reliability and quality... after all, they have purchased the printer to do a job and they expect it to work. And that is why selling Epson printers is such a pleasure. Epson delivers quality results, everyday."



## Epson Workforce® Printers

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