

# TECHNOLOGY IN HARMONY WITH ECOLOGY

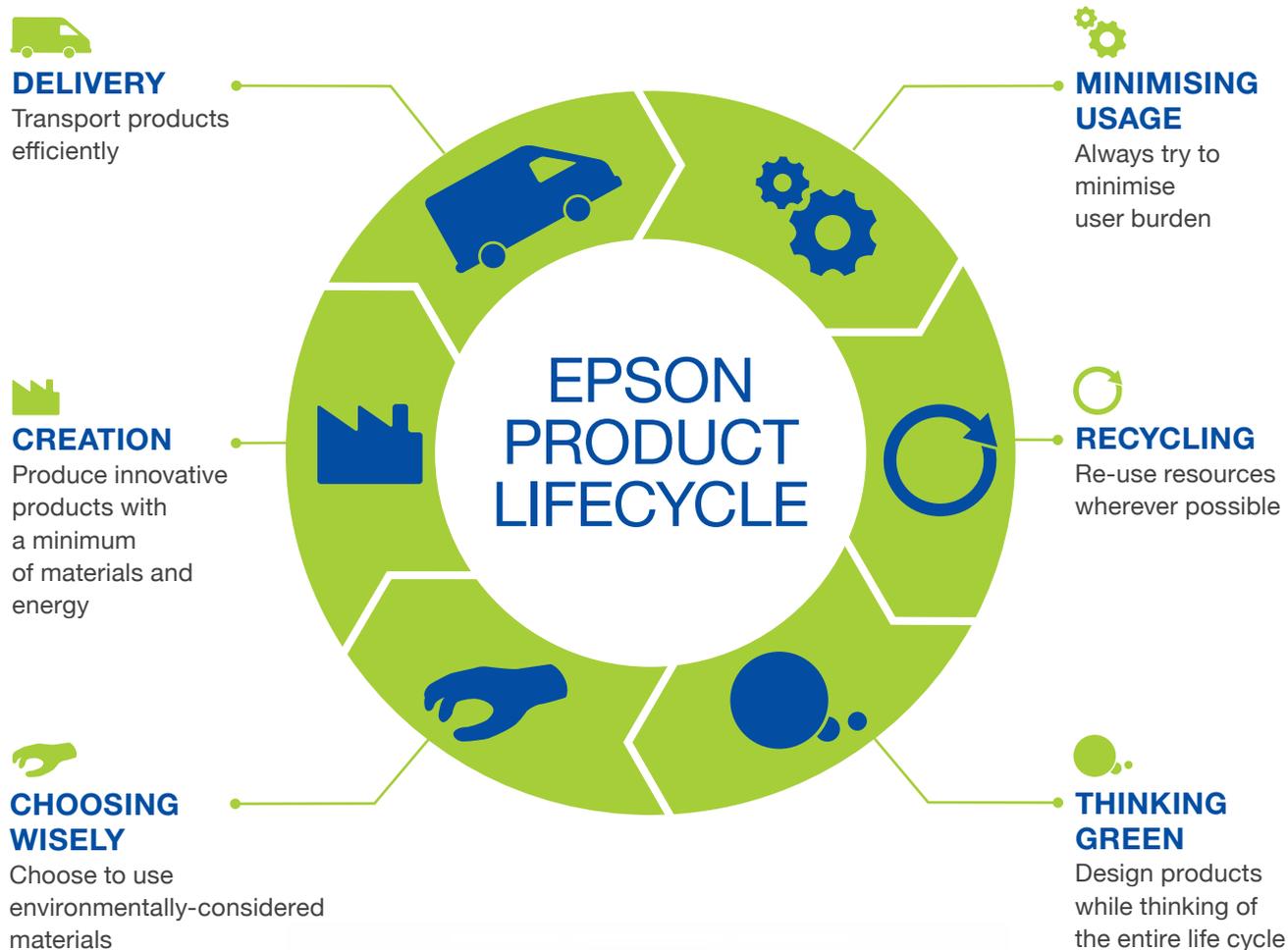


EPSON®

# BETTER PRODUCTS FOR A BETTER FUTURE

When it comes to choosing technology, we understand that businesses put reliability and environmental impact at the top of their lists. This is what drives us to create innovative products that are reliable, recyclable, and energy-efficient.

This commitment to reducing the environmental impact of our products spans all stages of the combined lifecycle.



# WHY CHOOSE BETWEEN BETTER BUSINESS OR A BETTER PLANET?

## YOU DON'T HAVE TO MAKE THAT CHOICE

Every government, business and individual must act together to make the successful transition to a low-carbon economy and help reduce the worst impacts of global climate change, which is why we are committed to doing more.

We believe in delivering on a dual responsibility: to decrease the impact of our industry, and increase your business benefits.

## AWARENESS IS THE FIRST STEP

The global environmental impact of technology companies is increasing, and so too is the ability to help those that may struggle to achieve their own environmental goals.

One of the key impacts that can be made to help manage climate change will be to continue developing innovative smart technologies that can help major polluting industries minimise their environmental impact, for example.

## IT PAYS TO MAKE THE SWITCH

Recognising the cumulative impact that can be made in partnership with our customers, our products can help to make having a better planet achievable alongside business sustainability.

Unlike continuing to use energy-wasting office equipment – such as increasing your air conditioning spend to cope with the excess heat created by laser technology – choosing to invest in products that exemplify energy-efficient design and performance has a positive payback.

All that is needed is the desire to make the right choice for a better world, and choosing to make the switch to energy-efficient technology is an easy first step.



**Make the switch to inkjet and see how much smaller your environmental impact will be: [www.epson.co.uk/maketheswitch](http://www.epson.co.uk/maketheswitch)**



# MAKE THE SWITCH TO INKJET

Improvements in inkjet printer design mean the WorkForce Pro range offers exceptional performance alongside low energy consumption, waste production and total cost of ownership.

Independent tests conducted by the Buyers Laboratory conclusively prove that our inkjet technology surpasses comparable laser technology devices on all of the points above.

Our PrecisionCore inkjet technology is optimised for business applications, providing our devices with a number of advantages over laser technology, including:



If every business in the UK made the switch to Epson Business Inkjet printers it would save enough power to run at least 60,000 households.

WorkForce Pro printers are more energy-efficient than comparable laser devices.<sup>1</sup> Protect your environment.

96%

**less energy**  
than lasers



If every business in the UK switched to Epson Business Inkjet printers there would be a waste saving of at least 30,000 tonnes.

WorkForce Pro printers produce up to 94% less waste than lasers and laser copiers.<sup>2</sup> The Buyers Laboratory's tests also found that our WorkForce Pro RIPS models can produce up to 99% less waste.<sup>2</sup> Say no to waste.

94%

**less waste**  
than lasers



If every business in the UK switched to Epson Business Inkjet printers, the reduction in CO<sub>2</sub> would be equivalent to the volume absorbed by at least 5 million trees.

Our cleaner technologies provide a greener alternative to laser devices, and are up to 23% quieter.<sup>3</sup> The green printing alternative.

92%

**Up to 92% less**  
**CO<sub>2</sub>** than lasers



Epson's Business Inkjet printers provide an environmentally sound alternative to laser printers. With no ozone gas, you can protect your environment.

Because our inkjet products don't use heat there is no ozone gas emitted, so you can protect your environment and breathe easy. Make the switch.



**Green technology,**  
no ozone gas

## MEET ENVIRONMENTAL STANDARDS

Our research and development allows us to deliver innovative, precision technologies featuring multiple energy-saving features. That means you don't have to choose between a better planet and bottom-line benefits for your business.

We're constantly developing new ways to help meet environmental standards, for example:



WorkForce Pro inkjet printers have no warm-up time, unlike comparable laser devices, and use up to 96% less power<sup>1</sup>

Our interactive projectors are packed with eco-friendly features including reduced power consumption and extended lamp life



Our business scanners feature ReadyScan technology that reduces warm-up time and power use

The digital textile printing process enabled by our large format printers uses up to 75% less power and water than a traditional process<sup>4</sup>



Our intelligent receipt printers have a smaller footprint and reduce paper use by up to 30%<sup>5</sup>

**Better Products**   
for a Better Future™

1. As tested by BLI, over two months to April 2015, against a selection of competing machines, as commissioned by Epson.  
For more information visit [www.epson.eu/inkjetsaving](http://www.epson.eu/inkjetsaving)
2. As tested by BLI, over two months to April 2015, against a selection of competing machines, as commissioned by Epson.  
For more information visit [www.epson.eu/inkjetsaving](http://www.epson.eu/inkjetsaving)
3. To understand these savings and how they can benefit your business please visit [www.epson.co.uk/maketheswitch](http://www.epson.co.uk/maketheswitch)
4. Based on Epson's own research
5. Paper reduction has been calculated using an Epson TM printer with paper saving function, connected via USB, printing a specified print pattern with ESCPOS command base on 80mm paper and using Windows®.

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EXCEED YOUR VISION