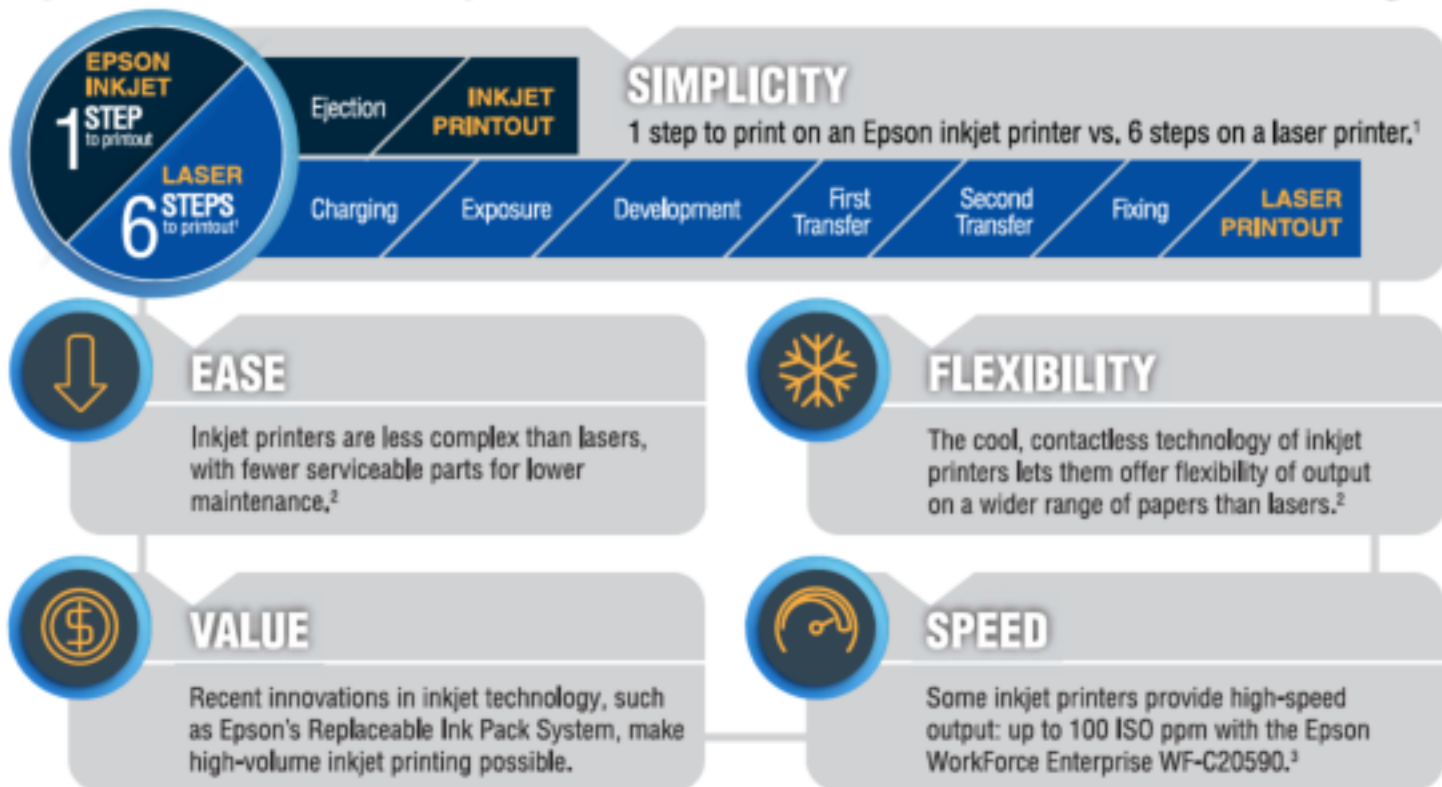


# BUSINESS PRINT INNOVATION

## Epson Business Inkjet – The New Standard for Office Printing



## Fast Facts About Epson Business Inkjet Printers

PERCEPTION	REALITY
Ink will smear when wet	Fast-drying pigment ink for worry-free handling
Products not durable enough	PrecisionCore® is the same core printing technology used in Epson's industrial printers
Operating costs too expensive	Lowest-cost color printing in its class vs. color lasers for the WF-C869R printer <sup>4</sup>
Frequent ink cartridge replacement	Up to 3 years of ink included with the WF-C869R printer <sup>5</sup>
Product designed for single user	Wide range of workgroup and departmental models available
Print quality not good enough	Professional print quality is ideal for business printing
Printheads clog/dry out	PrecisionCore® technology is designed to deliver printheads that last the lifetime of the device