



A central image of a smiling woman with brown hair, wearing a blue top, holding a brown shopping bag with a black strap. She is surrounded by several circular inset images that illustrate various retail scenarios: a clothing store with mannequins and a 'SALE' sign, a person using a tablet, a person using a card machine, a shopping cart filled with groceries, and a person using a printer. The background is a light, textured surface.

**CREATING A FULL SPECTRUM  
OF POSSIBILITIES FOR RETAIL.**



# We Understand Retail

Retailers are under pressure from multiple facets; the increasing popularity of online shopping, the rising rental rates and the ever-increasing customer expectations of retail and service experience. To stay ahead in today's fast-moving retail environment, you need technology that helps you manage costs, attract more customers and keep them coming back for more.

**Epson can help.** We have many years' experience of working with retailers to design intelligent products that help you boost your revenues, keep up with technology trends and improve customer service – all at affordable prices.

## Cost-effective

Reduce operating costs with products that are affordable to buy and maintain.

## Engaging

Create a distinctive retail environment that enhances the customer experience and engages customers with your brand.

## Efficient

Free up staff to focus on customers with advanced technology that's versatile, mobile and easy to use.

## Greener

Engineered to be kinder to the environment – and streamline costs on the way.



Upgrade your customer experience with TM-Intelligent products with ePOS technology – designed to support growing requirements for mobile POS and cloud service connectivity.



Attract customers' attention with high-quality, eye-catching labels that are quick and easy to produce.



Our ecological POS printers save counter space, emissions and paper – helping you to communicate more effectively with customers.



# All You Need to Boost Your Business



## Dynamic Displays

Engage customers and bring your visual merchandising to life with dynamic displays and digital in-store signages. Our projectors are extremely versatile, enabling you to project onto walls, ceilings and floors.



## Instant Labels

Make your products stand out with high-quality, eye-catching colour labels and tags printed on demand. Perfect for special lines, private label products, promotions and last-minute deals.



## Make a Big Impression

Supersize the impact of your promotions with our SureColor™ SC-T Series. Create large, high-definition posters and displays that reinforce your brand image and drive sales.



## Award-Winning Results

Our award-winning WorkForce Pro printers are fast, economical and ecological, providing high-quality results with less downtime.



## Print Far More, Pay Less

Get high-quality prints at low cost with an Epson ink tank system printer. Reduce downtime and mess with its high capacity ink tank and easy-to-refill ink bottles.



## Scanning Made Simple

Our document scanners are high speed with 1-pass duplex capability and are capable of saving output to various locations, such as attaching to email or saving to cloud storage services.



## Organise the Store

This small but powerful hand-held label maker is ideal for stock management, product identification, filing and name tags. From glow-in-the-dark, fluorescent, transparent, metallic and iron-on label tapes, LabelWorks™ has it covered.



## Future-Proof POS

As Southeast Asia's number one POS printer manufacturer<sup>1</sup> for the fifth year running, we help you prepare for the future. With Epson's cutting-edge technology, you can increase sales and engage more effectively with customers.



## Reach More Customers

Boost your revenue and your customers' loyalty with coupon and receipt printing. Target specific consumers and increase promotion efficiency and sales.



## On The Go Convenience

Epson's portable receipt printer TM-P20 delivers mobility with efficiency in its compact and rugged design, best-in-class operational battery life and fast NFC connectivity for easy pairing with tablets and smart phones.





# Cost-Effective Retail

**Hit with lower consumer spending, multichannel sales development and higher rents and rates, retailers are more conscious than ever of the need to get value for money from their technology.**

Epson technology is engineered to deliver an excellent return on investment. You'll find products that take up less valuable floor space, perform multiple functions, and are economical to buy, run and maintain. Take advantage of Epson's innovative technology to reduce your operating costs from day one and reap long-term benefits with a low total cost of ownership.

## Liberate valuable space

In a challenging economy, every square metre of floor and counter space has to pay its way.

- Our intelligent **receipt printers** have a stylish, compact design that frees up precious counter space.
- As they don't need PCs, drivers or print servers to communicate with mobile devices or other peripherals, this cuts your hardware and maintenance costs too.

## Reduce waste

Let us help you save money by cutting waste and using your resources as efficiently as possible.

- Our **ColorWorks™ C3510** lets you print high-quality colour labels as and when you need them. Therefore, you no longer need to keep costly pre-printed colour labels and tags in stock.
- Our **POS printers** can help you dramatically cut paper wastage by minimising paper margins.

## Cut total cost of ownership

Given today's budget constraints, technology must be both affordable to buy and cost-effective to maintain.

- Our **LabelWorks** range prints with smaller margins, reducing wastage and getting the most out of each tape cartridge.
- Epson ink tank system printers help you reduce your printing costs significantly as they offer the lowest printing costs in the region².

## Save on outsourcing

Save money by using the large format **SureColor SC-T Series** to print point-of-purchase displays in-house.

- Avoid paying over the odds for outsourced promotional materials.
- Save time waiting for external contractors to deliver prints – and avoid the cost of prints arriving damaged.
- Respond quickly to market changes and increase sales. Keep costs in check with the Epson Accounting Tool which enables you to track and monitor your printing costs.

## Low intervention

Epson consumables last longer, offering you excellent value for money and saving staff time.

- High-capacity, individual ink cartridges on our **WorkForce Pro** printers are easy to replace and are efficient as you only need to replace the colour that's run out.
- Our ink tank system printers' ink bottles are capable of printing up to 4,000 black or 6,500 colour pages³.
- Our **projectors** have long-lasting filters and lamps, making them both cost-efficient and reliable in store, meaning that they can run for many hours without intervention.





# Enhance the Customer Experience

**You've worked hard to create your brand. Now take it further. Attract customers' attention with bold, bright colours, high-impact displays and added-value services.**

A distinctive retail environment that encapsulates your brand and clearly differentiates you in the market provides a powerful way to engage with your customers.

Epson technology is designed to help you get your message across at every touch point. From window displays to the till, let Epson take your customer engagement to a new level.

## Create eye-catching displays

With Epson **large format printers**, it's easy to print your own POS advertising in-store to promote new products and services, sales and seasonal offers.

- Create stunning B0 posters in-house with the SureColor SC-T Series. You can even use prints as temporary outdoor signage thanks to the water-resistant, pigment-based ink.
- The **SureColor SC-P607** is also perfect for POS applications, allowing you to print on a wide variety of media, including matte and glossy paper.

## Add impact to visual merchandising

Bring your visual merchandising ideas to life with Epson's extensive range of versatile, cost-effective **projectors**.

- Create the right ambiance and influence shopping decisions with high-definition window displays and in-store signage. Our **EB-G6000** high brightness projectors can be concealed in small spaces and provide vivid natural colours and deep blacks.
- Use our installation projectors to attract customers' attention with moving images and projections that can be adjusted to fit corners and curved surfaces.
- Print planograms and display designs locally using our **large format printers**.

## Communicate with colour

Colour is one of the most effective ways to attract attention and create ambiance in a retail environment. Use it to reinforce your brand by customising labels, signs and displays.

- Highlight promotions with flyers, signs and posters printed using DURABrite™ Ultra/Pro inks – for long-lasting, high-impact colours.
- Make products and promotions stand out with superb quality colour labels, tags and tickets produced by **on-demand colour label printers**.
- Capture customers' attention with extra bold, bright, vivid projections. Our **projectors** have an exceptionally high Colour Light Output, producing colours that are up to three times brighter than 1-chip projectors<sup>4</sup>.

## Increase brand awareness

Epson technology can help drive sales by enhancing your brand and highlighting offers.

- Get your brand noticed with special promotional tags and labels that feature your corporate logo and colours, created by the **ColorWorks C3510**.
- It prints high-quality, full-colour coupons on demand, building positive brand awareness and encouraging repeat business.
- Add high-quality text and graphics to your receipts with the **TM-T88V**, turning them into dynamic, low-cost publicity tools.

## Provide added-value services

Attract new customers and generate additional revenue by offering specialist services.

- The **SureColor SC-F2000** T-shirt printer incorporates design software and enables you to print a wide variety of cotton garments in store.
- Print lab-quality photos for customers in different formats, with the **SureLab D700**.
- Offer customers a superior quality bespoke canvas print service, using the **SureColor SC-P series**.

# Efficient Retail

**As ASEAN's number one POS printer manufacturer<sup>1</sup>, we know what matters when it comes to POS services.**

Our new range of **TM-Intelligent products** streamlines the use of mobile devices. This allows sales staff to move out from behind the counters, so they can engage with customers and influence buying behaviour as they walk through the store.

But Epson technology doesn't just help you streamline transactions and provide customers with a more personal shopping service. We also make it easy for you to create promotional materials in seconds – helping you attract more customers and increase your revenues.

## Increase sales

Boost sales with technology designed for retail.

- The **TM-Intelligent range** enables staff to be more mobile, carry out transactions and print receipts remotely. Staff can quickly check stock, pricing and promotions with real-time management systems. This gives staff the power to up-sell and cross-sell. In addition, retailers can offer online services such as loyalty programmes or coupons with minimum costs.
- When you want to create a special promotion, the **ColorWorks C3510** prints short runs of colour labels instantly.
- Colour coupons printed on demand by the **C3510** help increase customer loyalty and sales.
- Use our receipt printers to add relevant, targeted messages that engage customers and drive sales.

## Reduce waiting times

Let Epson technology help you speed up service times, keep sales flowing and keep customers happy.

- Serve customers quickly with our **TM-T88V** advanced high-speed receipt printer, which prints at up to 300mm per second and cuts the receipt automatically.
- Our **TM-Intelligent range** keeps working even if there's a power failure. POS applications and databases are backed up locally, so you can complete the sale as per normal.
- With our Intelligent devices and our partner's software, customers can order via their smartphone. It all adds up to a faster, smoother, more seamless experience.

## Hassle-free equipment

Our products are intuitive to use and easy to install and maintain so they'll be ready to go when you need them.

- High-capacity ink cartridges of the **WorkForce Pro** printers are incredibly easy to replace. Simply push and click to remove and replace cartridges. The ink packs on the WorkForce Pro WF-R8591 are also easy to replace and allow you to print up to an impressive 75,000 pages.
- **WorkForce Pro** printers have no drum, fuser unit or transfer unit, unlike lasers. With fewer working parts, they're robust and reliable – and ready when you need them.
- Epson ink tank system printers are equipped with integrated ultra-high capacity ink tanks that reduce downtime caused by consumable replacements. The tanks can be refilled easily, without causing any mess.
- The PrecisionCore™ printhead in our **SureColor SC-T Series** and the **WorkForce Pro Series** lasts for the lifetime of the printer.

## Speed up operations

Things move fast in retail. React quickly to changing trends and customer demands with innovative technology that helps you stay ahead.

- Wherever you are on the shop floor, print directly from your smartphone or tablet to the **WorkForce Pro Series** with Epson Connect<sup>5</sup>.
- The **WorkForce Pro Series** will help you speed through print jobs at up to 24 pages a minute<sup>6</sup>. With the option to add an additional input cassette, you can save time from reloading paper.
- With **LabelWorks** you can design, create, share and print labels wirelessly from your tablet or smartphone, using the Epson iLabel App<sup>7</sup>.
- Want to quickly promote a new range, a sale or today's special? The large format **SureColor SC-T Series** prints an A1 poster in just 28 seconds, while the **ColorWorks C3510** produces colour labels at speeds of up to 103mm a second.





# Greener Retail

## Carbon footprint is becoming an increasing concern in the retail sector, due to a growing environmental awareness from consumers.

At Epson, it's a point of principle to develop clean technologies, and to design products that consume less power. We have engineered our entire range to be cleaner and greener, so we can help you meet your environmental targets – and save money at the same time.

### Smart technology

We employ smart technology to help you conserve energy and resources.

- The **ColorWorks C3510** colour label printer has a clever cartridge management system which ensures that every drop of ink is used up.
- With no POS terminal needed for the **TM-Intelligent range**, you can cut hardware and reduce energy bills.
- The **SureColor SC-T Series** also has Energy Star certification, thanks to its power-efficient PrecisionCore printhead which generates less heat. It uses environmentally friendly water-based inks.

### Smaller footprint

By making our products physically smaller, we use fewer valuable resources during manufacture, packaging and transport, so they are a more environmentally-friendly option.

### Better working environment

The new **WorkForce Pro** printers use PrecisionCore technology to help you meet your green compliance targets.

- Epson's clean, no heat technology produces no ozone gas or any fan noise during or after printing.
- The WorkForce Pro series occupies a smaller footprint as no ventilation space is needed around the printer.
- Also, WorkForce Pro printers do not release harmful particles when printing, thereby keeping your working environment clean and healthy.

### Cut power, cut consumption

We're constantly looking for new ways to cut power consumption.

- Our **WorkForce Pro printers** require no warm-up time, unlike laser printers. This "no-heat" technology consumes less power compared to laser printers.
- Our **projectors** are packed with eco-friendly features, including an eco mode which reduces power consumption and extends lamp life. EasyMP software allows you to monitor and control all projectors across a network.
- With Epson's ReadyScan LED technology, Epson **scanners** removes the need for warm-up time. LEDs used in the scanners are also mercury free and energy efficient.



1. Source: International Data Corporation (IDC), 2013
2. As of 10 April 2015, the Epson L-series offers users the lowest cost per page (black and colour combined) for any printer using genuine branded supplies from its own manufacturer. This is based on the MSRP listed on the manufacturers' websites in 5 major ASEAN markets.
3. Quoted yields are extrapolated based on Epson original methodology from the print simulation of Test Patterns provided in ISO/IEC 24712. Quoted yields are NOT based on ISO/IEC 24711. Quoted yields may vary depending on the images that you are printing, the paper type that you are using, the frequency of your prints and environmental conditions such as temperature.
4. Compared against similarly-priced leading 1-chip DLP® business and education projectors based on NPD data from July 2011 through June 2012 (available from [www.npd.com](http://www.npd.com)). Colour brightness (colour light output) measured in accordance with IDMS 15.4. Actual colour brightness will vary depending on actual usage conditions. 3LCD® is a registered trademark of Seiko Epson Corporation. DLP® is a registered trademark of Texas Instruments, Inc. and its use here does not imply any affiliation with or endorsement by them.
5. Epson iPrint requires a wireless connection. Epson Email Print, Epson Remote Print Driver and Epson Scan-to-Cloud require a connection to the Internet. For more information, supported languages and devices, please visit [www.epson.com.sg/connect](http://www.epson.com.sg/connect).
6. Determined in accordance with ISO/IEC 24734 showing the average of ESAT from the Office Category Test for default A4 simplex and duplex. For more information, please visit [www.epson.eu/testing](http://www.epson.eu/testing)
7. Compatible with LabelWorks LW-1000P. Download the Epson iLabel App from the Apple App Store and Google Play Store.
8. Survey conducted by Futuresource Consulting Limited for the period from 2001 to 2014.

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