



Epson's SC-F9430H digital textile printer

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# Epson Launches Its First Dye-Sublimation Printer with Fluorescent Inks

**Malaysia, 4 February 2020** – Epson has announced the launch of its new 64-inch, dye-sublimation printers, the [SureColor SC-F9430 and SC-F9430H digital textile printers](#). The printers have been developed to deliver outstanding quality and high-volume printing, for sports apparels, fashion apparel, home decorations, outdoor signage as well as other printed merchandise.

A first for Epson, the SC-F9430H printer offers businesses the additional feature of printing fluorescent colours using the new Epson genuine fluorescent yellow and fluorescent pink inks. The new Epson Fluorescent Color Collection library in Edge Print software enables colour processing for fluorescent inks, bringing customers more colour variation during

processing.

“The introduction of Epson’s genuine fluorescent solution provides new value to our customers. Customers can now get a wider application of sports apparel, fashion wear, home decorations and even soft signage with our fluorescent inks, opening the doors to greater creativity and expression in design,” said Daisuke Hori, Managing Director of Epson Malaysia

“We’ve also introduced a wider choice of EMX files, an instructional/maintenance video that can be launched from a QR code, and a host of other features that make set-up, usage and maintenance simple and easy. We’re sure that the SC-F9430 series will have a positive effect on the bottom line of many businesses,” he added.

### **Enhanced quality and productivity through outstanding technology**

Powered by Epson’s PrecisionCore Thin Film Piezo printhead technology, the SC-F9430 series comes with a total solution including its Epson engineered Ultrachrome DS and Ultrachrome DS6 inks as well as its Edge Print software for enhanced control of print output and LFP Accounting Software for tracking of print jobs.

In line with Epson’s effort to meet growing demands for commercial and industrial printing, the SC-F9430 series is an evolution of trusted Epson print technology and provides enhanced quality and usability for improved productivity.

### **Driving businesses to ‘Go Big’ through leading technology**

Epson’s large format printers are supporting the growing demand for a range of applications, across signage, textile, photo, label packaging and CAD/technical printing applications. The global large format printer market is estimated to be worth \$11.4 billion by 2025[1].

Aligned with its latest global campaign ‘[Epson Go Big](#)’, the newly launched digital textile printer is part of its bigger aim to showcase Epson’s wide range of commercial and printing solutions, communicating Epson’s high quality and vibrant printing that can help business scale and go big in terms of business growth and customer experience.

Specifically, in the area of digital textile printing, a high growth area for Epson, the global digital textile printing market is expected to grow an estimated 17% from 2018 to 2023[2] with a growing demand for customisation and personalisation in digital textile printing.

[The campaign emphasizes on business transformation and making a big impact with Epson in the area of digital textile, photo, signage, labels and corporate large format printers, signalling a stronger commitment and focus on Epson’s B2B business.](#)

“The Go Big campaign marks a milestone in our business transformation as we continue to grow our commercial and industrial printing business. With the introduction of [SureColor SC-F9430 and SC-F9430H digital textile printers](#), we are confident that the technology integrated will help our customers to ‘Go Big’ in their business performance through improved quality and productivity. This will ultimately deliver enhanced impact and thus contributing to their business growth,” concluded Hori.

[1] Large Format Printer Market – Global Forecast to 2025:  
<https://www.marketsandmarkets.com/PressReleases/lfp-market.asp>

[2] Digital Textile Printing Market – Global Outlook and Forecast 2018-2023: <https://www.marketresearch.com/Arizton-v4150/Digital-Textile-Printing-Global-Outlook-11578408/>

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## **About Epson**

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, watches and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 76,000 employees in 87 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts. <http://global.epson.com/>

## **About Epson Southeast Asia**

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters Epson Singapore, Epson’s business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities. <http://www.epson.com.sg>

## **About Epson Malaysia**

Epson Malaysia Sdn Bhd was established in Malaysia in 1991 as Epson Trading (M) Sdn Bhd, a sales company of the Seiko Epson Corporation, Japan. The company has exclusive rights to market, distribute and support a complete range of leading-edge Epson consumer and business digital

imaging products in Malaysia and Brunei. Today, Epson Malaysia has 84 employees and an extensive network of 59 authorised service outlets nationwide. For more info, please visit [www.epson.com.my](http://www.epson.com.my) or connect with us at [www.facebook.com.my/EpsonMalaysia](https://www.facebook.com.my/EpsonMalaysia)