



Epson's EcoTank L3110/L3150

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Epson launches new EcoTank printers



Epson EcoTank Monochrome M1100/M1120 ink tank printers

<Kuala Lumpur, Malaysia, 18 October 2018>– [Epson](#), a global leader in printing technologies and market leader for ink tank printers, has launched its new line up of [EcoTank printers](#) that offer one of the lowest total cost of ownership in the market.

Known previously as the L and M-series Ink Tank System printers, the newly branded EcoTank printers come with a new streamlined design with an integrated ink tank, in a more compact size and with innovative spill-free ink bottles. With this new innovative line-up, Epson has brought the integrated ink tank design to its entry-level ink tank printers for SMEs and home offices.

Epson has also expanded the line-up of its M-series printers, now known as EcoTank Monochrome series printers, with the new flagship EcoTank M2140 printer. The M2140 printer now incorporates the PrecisionCore printhead, bringing improved nozzle technology with increased print resolutions at 1200 x 2400 dpi, and faster speeds of 20ipm. The multi-function EcoTank Monochrome series comes with auto-duplex printing as well as scan and copy functions.

The EcoTank Monochrome series are able to rival laser printers in terms of overall total cost of ownership and energy consumption, with the printers having 24 times lower power consumption^[1], and bringing 28 times lower overall cost per print compared to laser printers in Malaysia^[2].

In terms of offering low total cost of ownership, the EcoTank L-series printers with a set of 4 ink bottles yields 4,500 black and white pages and 7,500 colour pages, and the EcoTank Monochrome series yields 6,000 black and white pages.

The ink tank printer is rated the most reliable ink tank printer compared to other brands. In a recent study^[3], a large majority of Epson's multibrand dealers at 87%^[4], ranked Epson as the most reliable ink tank printer compared to other brands.

In terms of overall performance, according to the research, the majority of dealers at 77% are satisfied with Epson ink tank printers and 63% have a preference for Epson ink tank printers in comparison to other printer brands.

"With the launch of our EcoTank Monochrome series, we aim to expand the market for inkjet printers and shift users from the entry-level laser printer segment to purchase inkjet printers. With the immense advantages it brings in terms of lower overall total cost of ownership and savings in energy consumption and improved impact to the environment, the EcoTank printers can offer a better alternative to laser printers for SMEs and home office segment," said Danny Lee, Director Sales & Marketing, Epson Malaysia.

Epson continues to be the leading ink tank printer brand in the region with 70.1% market share as of 2017 in Southeast Asia, according to the latest IDC Quarterly Hardcopy Peripherals Tracker 2018 Q2 release. Within Malaysia, Epson holds top rank as the favoured ink tank printing brand, with a market share at 58.8% for the year ending 2017. This marked an increase of 11.5% in terms of units sold in 2017 compared to 2016.

Epson launched the first ink tank printer model in Indonesia and subsequently in Southeast Asia in 2010. The ink tank printer has sold a cumulative 30 million units worldwide as of July 2018.

The EcoTank L3110 printer is the replacement model for L360 and L380 printers, and the L3150 printer is the replacement model for L405. The L5190 is the replacement for L565 printer. The M1100 and M1120 models are replacement models for M100.

^[1] Figures based on average power consumption, when in operation, of the top 3 single function laser printers within a similar speed category found in the market. Results obtained by comparing published specifications of the laser printer brands.

^[2] Results obtained by comparing published specifications of cost-per-page of the top 3 single function laser printers within a similar speed category found in the market.

^[3] Ink Tank Printer Reliability study conducted by Kantar TNS, an independent market research group. A total of 305 Epson dealers were interviewed from 5 countries in SE Asia.

^[4] Refers to 87% of 145 multi-brand dealers who sell at least 3 ink tank printers from the Ink Tank Printer Reliability Study.

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 or connect with us at www.facebook.com.my/EpsonMalaysia