

MALAYSIA

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FLAGSHIP STORE
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50% OFF*
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ONLY!**

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Epson offers up to 50% discount in celebration of their first flagship store on Lazada

[Epson](#), the market leader in printers and projectors worldwide, will be launching their [first local, official e-Commerce store on Lazada](#) on **15 August 2020**. The omni-channel strategy marks the company's new digital milestone in offering shopping convenience and ease of products accessibility to consumers. In time with the current predicaments, Epson's move into e-Commerce will promote a contactless, safer shopping experience for all. Interested fans can head on to Lazada to search for "Epson Flagship Store" and follow the store – there will be discounts and vouchers up to 50% off on selected products, available for use on 15 Aug.

The e-platform is not only a timely decision, but also part of Epson's effort to promote easier means for fans to shop original Epson products online. A

recent study shows that 53% of pre-existing online shoppers in APAC say they'll opt to buy online more frequently after the pandemic, and 38% of APAC consumers who weren't online shoppers prior to the pandemic say they intend to continue to shop online.[\[1\]](#)

Daisuke Hori, Managing Director of Epson Malaysia, echoes the same sentiment on consumer buying habits: "This is not just a decision driven by the circumstances. It is part of Epson's digital transformation journey to ensure that our products are widely accessible for consumers and business owners who are looking for high quality, low cost, and environmentally friendly products for their daily use. Research shows that 69% of Malaysians access the internet daily[\[2\]](#) - as a brand, we have to be where the consumers are. The launch of our flagship store on Lazada is just the first of many steps we will be taking."

The official store houses over 120 product SKUs. This includes the full range of its award-winning EcoTank ink tank printers, selected entry level business inkjet printers, business projectors, home projectors, scanners, label printers and dot matrix printers. All purchases comes with original Epson warranty. Consumers can also purchase inks and consumables, selected product spare parts, and accessories such as printer maintenance box. These products will also be part of the one-day launch promotion campaign on 15 August – fans can 'follow' the store on their Lazada account to avoid missing out on deals and free gifts promotion.

Hanson Ong, Head of Marketing of Epson Malaysia, shares that the online Flagship Store launch answers to the immediate needs for consumers and small business owners today: "Prior to this, shopping online was an option. Now, it's the key platform for purchasing essential goods – and products such as printers and projectors are fast becoming essentials in households. For those working or studying at home, having a printer and projector increases your overall convenience and productivity."

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company has also contributed to building a sustainable society and has ongoing efforts to realizing the United Nations' Sustainable Development Goals.

For more information on Epson and its range of products, kindly visit their website at <https://www.epson.com.my/>.

[\[1\]https://www.thinkwithgoogle.com/intl/en-apac/trends-and-insights/retail-road-recovery-tips-how-retailers-can-better-connect-consumers/](https://www.thinkwithgoogle.com/intl/en-apac/trends-and-insights/retail-road-recovery-tips-how-retailers-can-better-connect-consumers/)

[\[2\]https://www.thinkwithgoogle.com/intl/en-apac/country/malaysia/](https://www.thinkwithgoogle.com/intl/en-apac/country/malaysia/)

About Epson

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Epson is proud of its contributions to realizing a sustainable society and its ongoing efforts to realizing the United Nations' Sustainable Development Goals.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than JPY 1 trillion.

global.epson.com/

About Epson Malaysia

Epson began operations in Malaysia in 1991 as Epson Trading (M) Sdn Bhd before being incorporated as Epson Malaysia Sdn Bhd. The company has the 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 61 authorised service outlets throughout the country. For more details, please visit www.epson.com.my or connect with us at www.facebook.com/EpsonMalaysia/.