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## Epson announces new printer sustainability campaign – “Be Cool”



**BE  
cool**

**SWITCH TO SUSTAINABLE  
TECHNOLOGY**

From efficient Heat-Free printing, to our revolutionary PaperLab recycling system, Epson technology makes the sustainable choice a simple one

Choose eco-efficient technology that will help you maximise efficiency and productivity, whilst reducing the energy you use and your environmental impact. We're dedicated to the details that can make all the difference, so you are free to focus on being productive and running your business.

Make the switch at [www.epson.com.my/becool](http://www.epson.com.my/becool)

**IT'S IN THE DETAILS.**

**EPSON**  
EXCEED YOUR VISION

In many industries, one of the most significant side effects of increased output is impact on the environment, with greater use of resources affecting carbon footprint. For businesses, it can be a tricky balancing act to weigh productivity against sustainability, but the two do not have to be mutually exclusive.

This is the premise of *Be Cool*, the new printer sustainability campaign launched by Epson Southeast Asia. The regional campaign was created to

remind customers that it is possible to maximise efficiency and productivity while reducing environmental impact. Banking on the brand's expertise in innovation, businesses can choose to *Be Cool* and discover how Epson technology makes the sustainable choice a simple one.

As part of this campaign, a virtual forum themed "Building Business Resilience through Sustainable Technology" was held in Malaysia to drive conversations surrounding environmental-friendly business practices and its impact in the recovering economy. The forum also includes a Memorandum of Understanding signing between [Epson Malaysia](#) and leading environmental NGO EcoKnights on the partnership for Be Cool campaign which includes RM20,000 donation for trees planting initiative.

The campaign is fuelled by Epson's range of EcoTank and Business Inkjet printers that use Heat-Free Technology to deliver advanced benefits over laser and thermal inkjet technology. It also features the world's first [\[1\]](#) dry process office paper making system, PaperLab.

"Our Be Cool campaign demonstrates how Epson's Heat-Free Technology and PaperLab can transform the way businesses work by helping increase productivity while saving on energy consumption and the use of resources. By making the switch to our cool products, businesses can take an active role in the journey towards promoting greener, more sustainable businesses across Southeast Asia," said Tan May Lin, Regional Director for Epson Sales Division, Retail Products, and Regional Brand & Communications.

### **Printing can *Be Cool***

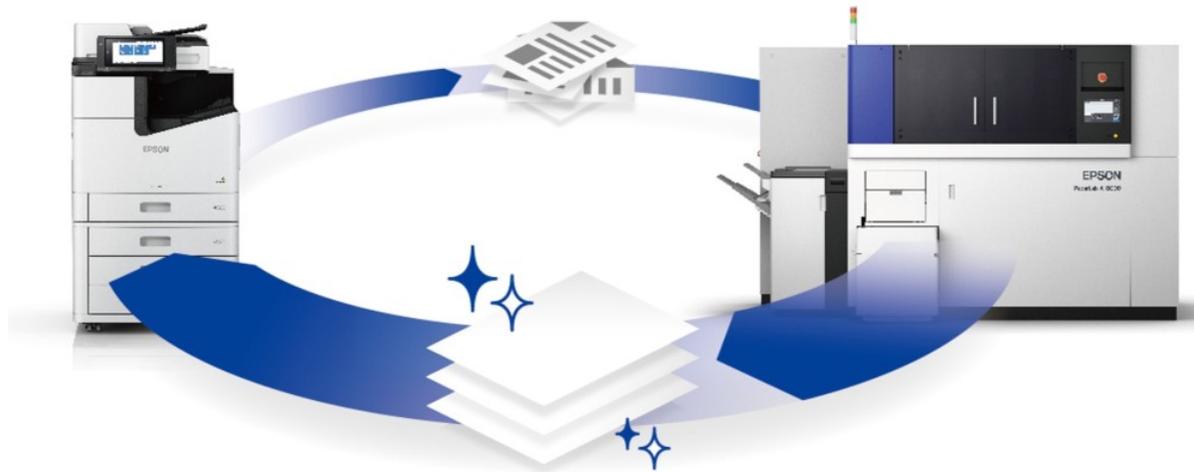
Be Cool brings three product lines front and centre to highlight how its eco features can help significantly streamline processes and give businesses a competitive advantage.

Epson's Heat-Free Technology ensures that its EcoTank and Business Inkjet printers use no heat in the ink ejection process, which means less power consumption and more savings on electricity costs.

With this original technology, no heat is required for printer warm-up, allowing you to save time with consistent high-speed printing. Since inkjet printers do not have fusers that need heating, less energy is consumed,

resulting in cost savings for the business. Epson's EcoTank and Business Inkjet printers also use fewer parts and consumables that require replacement which minimises user intervention and increases productivity.

Pushing the envelope on environment-friendly technology is Epson's first in-office paper recycling system, PaperLab. Powered by Dry Fiber Technology, PaperLab turns wastepaper into new paper, using a virtually dry process<sup>[2]</sup>, in just 3 minutes<sup>[3]</sup>. It uses only about 1/100<sup>th</sup><sup>[4]</sup> of the water it takes to make an equivalent mass of ordinary paper so that businesses conserve water while reducing the volume of paper that must be transported to off-site recyclers.



When data security is crucial for your business, PaperLab delivers absolute certainty that key confidential waste is safely and effectively destroyed. It removes toner and inks and reduces the wastepaper into fibers. This means information stays safely on site with no need to trust external contractors.

With PaperLab's unique technology, water is conserved, less heat is used, carbon footprint is reduced, and wood resources are saved. Combined with Epson's heat-free printing solutions, PaperLab helps build a recycling loop in the office and promotes a circular economy for businesses.

### **Make the switch**

By highlighting the synergy between Epson's Heat-Free Technology or Dry Fiber Technology with the products' productivity features, the *Be Cool* campaign presents how performance and sustainability can go hand in hand and urges businesses to make the green choice with Epson's business solutions.

To learn how you can make the switch to sustainable technology, visit [www.epson.com.my/becool](http://www.epson.com.my/becool) or get in touch with your local Epson Authorised Dealers.

[1] PaperLab is the first office paper making system to use a dry process, based on Epson research conducted in November 2016.

[2] A small amount of water is used to maintain a certain level of humidity inside the system.

[3] Approximate values. Output speed, first sheet out time may vary depending on environmental conditions.

[4] Water consumption of ordinary paper includes water used in the growth of the trees that supply the virgin pulp. Ordinary paper means paper distributed in Japan.

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## **About Epson**

Epson is a global technology leader dedicated to co-creating sustainability and enriching communities by leveraging its efficient, compact, and precision technologies and digital technologies to connect people, things, and information. The company is focused on solving societal issues through innovations in home and office printing, commercial and industrial printing, manufacturing, visual and lifestyle. Epson will become carbon negative and eliminate the use of exhaustible underground resources such as oil and metal by 2050.

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

[global.epson.com/](http://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](http://www.epson.com.my) or connect with us at [www.facebook.com/EpsonMalaysia/](https://www.facebook.com/EpsonMalaysia/). Related Epson articles and research can also be found at <https://blog.epson.com.my/>.