



Epson EcoTank series

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Epson named number one ink tank vendor in Malaysia and in Southeast Asia

Malaysia, 2 July 2020 – Epson is the number one ink tank vendor* in Malaysia and Southeast Asia** according to global market intelligence provider, IDC^[1], which demonstrates Epson’s continued market leadership and superior innovation in the inkjet industry.

Epson’s EcoTank series revolutionized the printing experience when it was first introduced in the markets in 2010. Built with an ultra-high-capacity ink tank system, EcoTank printers completely removed the need for cartridges,

and has since expanded into 22 printer models*** that cater to a wide spectrum of printing needs such as A4 to A3 size, single to multifunction, 4 to 6-colour inks and monochrome printing requirements.

With the unique value proposition and multiple customer benefits of its EcoTank printing solution, Epson maintained its ink tank market leadership in 2019 with a 68% market share in Southeast Asia**. The latest findings from IDC1 indicate that Epson continues to dominate the Malaysia market as the number one ink tank vendor*, with a remarkable 51% market share recorded in 2019.

Ink tank printers gained a stronger hold in Southeast Asia** with an increasing contribution ratio of 49%, compared to other technologies like ink cartridges (29%) and laser (21%), according to the same IDC report1.

With regard to the total printer market in the region, according to IDC1, Epson reached a milestone as it secured the number one position for the first time with 34% market share, beating its rivals in the inkjet and laser printer categories.

Epson's award-winning EcoTank printers[2] were meticulously designed not only to provide high-quality output at high speeds, but also to function with minimum environmental impact which, in turn, contributes significantly to the overall reduction of printing related costs.

Driven by Epson's Heat-Free technology, the EcoTank inkjet printers consume far less power than laser printers. Laser printing typically employs a complex process from sending to receiving a print job, but printing with EcoTank, in contrast, involves only three stages: receiving the print job, ink ejection, and release of the printout. Epson's Micro Piezo printheads eject droplets of ink without requiring any heat, which separates Epson's technology from all the other thermal inkjet systems. This Heat-Free Technology also serves as a common platform for all Epson inkjet printers, benefiting homes, enterprises and the environment with consistent high-speed printing, less power consumption, fewer replacement parts and less intervention to reduce downtime, resulting to increased productivity.

Epson continues to introduce developments in its inkjet technology to ensure that it brings new value to its growing customer base.

“We aim to continually deliver innovation in our inkjet technology for our range of home and enterprise printers that cater to homes, small to medium businesses and corporations, and ultimately, drive growth and business transformation in the B2C and B2B segments,” said Daisuke Hori, Managing Director of Epson Malaysia.

*in terms of unit shipments

**Indonesia, Malaysia, Thailand, Philippines, Vietnam

***The L3110 and L3150 have white variation models named the L3116 and L3156, which are exclusively available online in the Philippines, Singapore, Malaysia and Indonesia.

[1] Source: IDC Worldwide Quarterly Hardcopy Peripherals Tracker, 2020Q1

[2]<https://www.red-dot.org/project/et-2710-et-4700-l1110-l3100-l3110-l3150-l5190-40261>

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 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