

Meet the new Epson WorkForce Pro WF-C5290 and WF-C5790 Colour Printers!

Epson

Epson is a channel-only technology company focussed on helping Resellers sustainably grow their business. At the heart of their technology sits PrecisionCore, the driving force that delivers outstanding print quality in their large or wide-format devices, the reliability and speed that supports their digital SurePress range, and the productivity and efficiency features found in their office automation devices.



Office Printers

Workgroup
Colour

Meet the WorkForce Pro

WF-C5290 (single-function) and WF-C5790 (multi-function) colour printers

Common Features Across Both Models

Exceptional: 4800 x 1200 dpi colour print quality

Fast: zero second warm-up, 24ppm in mono / colour

High-yield, low cost consumables: replacement consumables last up to 10,000 pages mono, up to 5,000 pages colour

Mobile: support for Google Cloud Print, Apple AirPrint, WiFi and WiFi-Direct

Energy Efficient: energy generated during printing is just 21 watts, up to 96% energy and cost savings⁵

Quiet: unobtrusive 54dBA, conveniently locate it anywhere in your office

Flexible: up to 830 sheet input (standard 250 sheet input, optional 500 sheet) plus 80 rear-feed, great for envelopes and labels

Productivity and Efficiency: create a shortcut for an often used process by saving it as a pre-set

Multi-function: Duplex Print, Copy, Fax, Email, Scan to PC, cloud and USB, plus much more



Market Insights and Trends

Inkjets to be the preferred option in the office market by 2020¹

Inkjets already represent 97% of consumer printing, 93% of wide-format printing, and up to 41% of production print volumes. The demand for inkjet in the office market is driven by two factors:

1. The need for affordable, quality colour printing in-house and on-demand, and
2. The demand for simple operation, less intervention and fewer moving parts.

The colour printer market for Small and Medium-sized Businesses (SMBs) is growing and inkjets are leading the way

Colour inkjet devices offer high quality, economical printing for cost-conscious SMBs who are keen to stand out and grow their business in a competitive marketplace. With a cost per page that saves up to 62% compared with laser² and a print quality 16 times more than that of a 600 dpi device, it's easy to see why inkjet will be 60% of total shipments in the office market by 2020¹.

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Value Propositions

Exceptional Print Quality

Any business, small or large, will be judged by the quality of their sales and marketing collateral, and Epson is able to help you present it in the best possible light. The Epson PrecisionCore technology is the platform for an exceptional 4800 x 1200 dpi colour print quality, 16 times better than traditional 600dpi devices³, that will make any sales proposal, presentation, report, flyer, newsletter or recommendation stand out from the rest.

A Significant Reduction in the true Cost of Printing

High-yield, relatively low cost ink delivers significant cost savings to all businesses. In fact, up to an incredible 62% cost saving is achieved compared with laser printing², not only through highly efficient high yield inks, but also by way of less moving parts (no developer, no drum, no fuser).

Enhanced Staff Productivity and Energy Efficiency

Less moving parts directly results in lower energy usage (you can expect up to an 96% saving on energy⁵) and reduced costs. Staff productivity and efficiency benefits accrue from the Epson pre-sets⁴ that automate often-used copy, fax, scan or email tasks into one or two simple button presses. These pre-sets not only enables your staff to do more in less time, and also ensures they do it right the first time.



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Epson Competitive Advantages

- **Save Money:**
Up to 62% lower printing costs v colour laser²
- **Look Good:**
Make your sales and marketing stand out
- **Be Efficient:**
Pre-sets⁴ and zero warm-up improves staff productivity and efficiency, energy efficient technology provides up to 96% saving on energy costs⁵

Competitive Overview

	Key Strengths	Key Weaknesses
HP	Market leader, large portfolio	High-cost printing, high energy usage, congested channel, tight margins
Brother	Retail presence	High-cost printing; low-yield toners, high energy usage, strong retail presence

Probing Questions

- What printers are you currently using?
- What is your monthly print volume?
- What type of documents do you print?
- How important are these documents for your sales and marketing?
- How do they promote your business?
- Do you outsource any printing at a printshop or bureau?
- Do you need multi-function capability (copy, fax, scan, email)?
- Do you mostly print a few pages at a time or long print runs?
- Would you prefer the device to be located close to your staff?
- How do you monitor your monthly print costs?
- What is your biggest challenge right now when it comes to printing?



Frequently Asked Questions



Why should I buy Epson?

Epson provides astonishing print quality so your sales proposals and marketing collateral stand out in a competitive marketplace and help grow your business. The ability to print collateral in-house and on-demand also preserves cashflow and ensures currency of information.

Inkjets are too slow. My laser is faster

Most staff print 3 to 5 pages per job. These jobs need a fast first page out speed, not fast engine speed. Epson's zero second warm-up time means a 4 page job takes 15 seconds to print⁶. A laser, with a 24 second warm-up, will take 35 seconds⁶.



Inkjets are cheap and not suited for business

Epson's PrecisionCore range includes production and large format devices where reliability and quality is key. Epson WorkForce Pro printers use the same PrecisionCore platform, and are designed for the office.



Inkjets are expensive to run

This used to be true for home printers, but with the introduction of high yield consumables this is no longer the case. In fact the cost of inkjet printing, by not using a developer, fuser, imaging unit or drum that's needed for laser printing, is now up to 62% more economical than laser².



PRECISIONCORE

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Target Customers

Businesses of any size are always looking for ways to grow their organisation.

Usually just three rules apply: sell more at higher margin, be more productive and efficient, or reduce costs.

Exceptional print quality provides a winning edge to sales and marketing collateral, and improves cashflow by enabling printing in-house and on-demand instead of bulk printing.

Enhance productivity and efficiency by configuring pre-sets of often-used scan, copy or email processes, so that complex or manual tasks can be completed with just one or two touches of a button. Zero second warm-up time and quiet operation means there's no waiting and you can locate the device close to your staff or workgroup for arm's length access.

No fuser, developer, drum or imaging unit in the print process not only reduces acoustic noise, it also reduces the cost of printing. Extra high yield inks result in a low cost per page and cost savings that can be reinvested in the business.



	Applications	Epson Value Proposition	Key Influencers/ Decision Makers
Healthcare, Medical	Admissions, billings, reports	Automate processes via pre-sets, zero second warm-up reduces queues, quiet operation	Practice Manager, IT Manager
Retail	Invoices, flyers, signage, reports	Automate processes via pre-sets, zero second warm-up reduces queues, quiet, eye-catching colour	Owner or Admin Manager
Finance, Insurance	Reports, proposals, analyses	Automate processes via pre-sets, exceptional print quality, quiet operation	Owner, Partner or Admin Manager
Education, Training	Flyers, newsletters, curriculum material	Low cost colour, automate processes via pre-sets, exceptional print quality	Principal, Bursar, General Manager
Hospitality, Fitness	Flyers, newsletters, reports	Eye-catching print quality, automate processes via pre-sets, , quiet operation	Owner or General Manager
Legal	Proposals, case work, reports, contracts	Automate processes via pre-sets, quiet operation, low cost colour	Partner, Admin or IT Manager
Not-for-Profit, Charities, NGO	Flyers, newsletters, reports, submissions	Eye-catching and low cost colour, Automate processes via pre-sets	Founder or General Manager
Small Business	Any or all of the above	Any or all of the above	Business Owner or Principal



Available Sales Tools

- www.epson.com.au
- Total Cost of Ownership Comparisons
- Specification Sheets
- PaperCut/Open Platform Overview
- Videos
- Competitive Comparisons

Epson. Exceed Your Vision.

1 Based on industry data available as of Aug'17 2 Epson WF-R5790 model 62% more economical colour printing comparing 24 colour MFPs in the 0-29ppm and 0-\$2,000 segment. Source: Independent Print Review April 2018 3 Epson colour print quality 4800 x 1200 dpi is effectively 16x better print quality than standard 600dpi 4 Save repetitive, manual scan, copy, fax, email processes into two-touch pre-sets (up to 50 shortcuts or profiles can be saved) 5 96% energy saving comparing 24 colour MFPs in the 0-29ppm and 0-\$2,000 segment. 6 based on an Epson 24ppm device, and a 40ppm laser device with the fastest first page out time: source BLI April 2018