Save up to 95% on ink costs / Up to 63 cartridges in one set of bottles
Based on Epson calculations, the average cost per page saving and the average number of inkjet cartridges required to print the same number of pages as the average yield of Epson EcoTank '101', '102', '103', '104' ink bottles. Comparison between the average yield (A4 prints of ISO/IEC 24712 test pattern) of EcoTank '101', '102', '103' and '104' ink bottle series and the genuine consumables (IDC, Hardcopy Peripherals Consumables Tracker, 2023 shipments, published Q1 2024) used within the 40 best-selling consumer A4 Color Inkjet devices in Europe (IDC, Quarterly Hardcopy Peripherals Tracker, 2023 shipments, published Q1 2024). Cost per page calculated by dividing the relevant bottle/cartridge average selling price as tracked by IDC by the yield.

Print up to XXX pages
Quoted yields are extrapolated based on Epson original methodology from the print simulation of Test Patterns provided in ISO/IEC 24712 or 29103. Quoted yields are NOT based on ISO/IEC 24711 or 29102. Quoted yields may vary depending on the images that you are printing, the paper type that you are using, the frequency of your prints and environmental conditions such as temperature. During the initial printer setup, a certain amount of ink is used to fill the print head's nozzles, therefore the yield of the initial bundled set will be lower.

Prints up to XXX photos
Quoted ink bottle photo yields are extrapolated based on the ISO/IEC 29103 pattern with Epson's methodology printing photos in 10x15cm format, and NOT based on ISO/IEC 29102. Quoted yields may vary depending on the images that you are printing, the paper type that you are using, the frequency of your prints and environmental conditions such as temperature. During the initial printer setup, a certain amount of ink is used to fill the print head's nozzles, therefore the yield of the initial bundled set can be lower. For more information visit www.epson.eu/pageyield

Up to 3 years of ink included / No ink refills for up to 3 years
Based on print volume of 100 A4 pages per month and the lowest yield produced from the included set of inks. Excludes photo and business models.

Over 100m EcoTank printers sold worldwide
As of 30th September 2024. Cumulative sales of Epson ink tank printers since launch in 2010 based on Epson internal shipment data.

No.1 ink tank printer brand worldwide / X out of 10 printers sold in UK & Ireland are Epson
As of 30th June 2024. IDC, Quarterly Hardcopy Peripherals Tracker, Q3 2023 to Q2 2024 shipments, published Q2 2024.

Print over XXX pages in black/colour for £1 / €1
Number of pages printed is based on the highest cost per page (CPP) of Epson 102 and 104 ink bottle ranges. CPP is calculated from the total combined price of cyan, magenta and yellow ink bottles RRPs for colour pages or the black ink bottle RRPs for black pages, divided by the published page yields. RRP correct as of May 2023.

Save up to 90% on ink costs - Mono
Based on Epson calculations, the average cost per page saving and the average number of inkjet cartridges required to print the same number of pages as the average yield of Epson EcoTank '110', Epson EcoTank '111' ink bottles. Comparison between the average yield (A4 prints of ISO/IEC 24712 test pattern) of EcoTank '110' and '111' ink bottle series and the genuine consumables (IDC, Hardcopy Peripherals Consumables Tracker, 2023 shipments, published Q1 2024) used within the 10 best-selling consumer A4 Monochrome Laser devices in Europe (IDC, Quarterly Hardcopy Peripherals Tracker, 2023 shipments, published Q1 2024). Cost per page calculated by dividing the relevant bottle/cartridge average selling price as tracked by IDC by the yield.

Save up to 95% on power consumption / Reduce energy consumption by 95%
Based on Epson calculations, the average power saving of the Epson EcoTank mono range of printers compared to the 20 best-selling 1-20ppm cartridge-based mono laser printers in France, Germany, Italy, Spain and UK (IDC, Quarterly Hardcopy Peripherals Tracker, 2020 shipments, published Q1 2021). Comparison based on the average power when printing/copying. Power consumptions taken from the manufacturers' official specifications.

Included ink to print 5,000 / 11,000 pages
Quoted yields are extrapolated based on Epson original methodology from the print simulation of Test patterns provided in ISO/IEC 19752. Quoted yields are NOT based on ISO/IEC 24711. Quoted yields may vary depending on the images you are printing, the paper type that you are using, the frequency of your prints and environmental conditions such as temperature. During the initial printer setup, a certain amount of ink is used to fill the print head's nozzles, therefore the yield of the initial bundled set can be lower.

Print on the go with Epson Smart Panel
Mobile printing solutions require a wireless and/or an Internet connection to the printer. For a list of Epson Connect enabled printers, compatible devices, apps and ways to connect, visit www.epson.co.uk/connect

Made with at least 30% recycled plastic / Equivalent to 250 plastic spoons
(ET-2830, ET-2840 & ET-4810 only)
In the ET-2830, ET-2840 and ET-4810 models the ratio of the amount of recycled plastic weight to overall plastic component weight of the hardware. The amount of recycled contents and recycled material varies depending on the model, manufacturing time and site.
Stated quantity represents the equivalent weight of the portion of recycled plastic (30% of total plastic content, 750g) used in the manufacture of the ET-2830, ET-2840 and ET-4810 models. The amount of recycled contents and recycled material varies depending on the model, manufacturing time and site. 250 HIPS plastic spoons weighing 3g each are the equivalent to the ratio of recycled plastic. Epson acknowledge that plastic spoons are not sold in all regions, they are only used as an example and recycled spoons are not necessarily used.

Print over XXX pages in black for £1 / €1
Number of pages printed is based on the highest cost per page (CPP) of Epson 111 ink bottle range. CPP is calculated from the price of the black ink bottle RRPs, divided by the published page yields. RRP correct as of May 2023.

Print over XXX pages in black/colour for £1 / €1
Number of pages printed is based on the highest cost per page (CPP) of Epson 113 ink bottle ranges. CPP is calculated from the total combined price of cyan, magenta and yellow ink bottles RRPs for colour pages or the black ink bottle RRPs for black pages, divided by the published page yields. RRP correct as of May 2023.

Use less energy / save on energy / Switch from laser to EcoTank, for Heat-Free Printing Technology
Based on Epson calculations, Epson EcoTank consumer home and home office printers use less energy compared to the average energy of the 5 best-selling A4 1-20ppm colour multi-function laser printers in Europe (IDC, Quarterly Hardcopy Peripherals Tracker, 2022 shipments, published Q2 2023. Power consumption values as published in the manufacturers' official specifications.

A4 ISO Print speeds black/colour
Determined in accordance with ISO/IEC 24734 showing the average of ESAT from the Office Category Test for default simplex.

Photos printed with Claria ET Premium ink will last up to 300 years in a photo album
Print permanence ratings are based on accelerated testing of prints on specialty media stored in archival sleeves in album storage. Actual print stability will vary according to the media, printed image, display conditions, light intensity, humidity, and atmospheric conditions. Epson does not guarantee longevity of prints.

Extended warranty offer
On selected printers, activate online. Terms and conditions apply. For details, please visit www.epson.co.uk/extended-warranty

Printheads that last the lifetime of the printer
This means that due to the unique Micro Piezo technology, Epson printhead has been designed to be a permanent fixture of the printer and does not require regular replacement to maintain performance and efficiency. This however does not constitute a statement of additional warranty; the standard Epson warranty terms apply.