

# EPSON

## | Printing at Home – EU5

| MASTER REPORT / April 2023

**[2EUROPE]**

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# Approach



## PRINTER CAPABILITIES & PRINTING BEHAVIOUR

Q21 Does your printer offer the following capabilities? Please select all those that it offers.  
MULTICODE

1. Black and white printing
2. Colour printing
3. Scanning
4. Faxing
5. Copying
6. Photo printing
7. Printing through Wi-Fi
8. Accompanying printer app for smartphone/tablet

Q22 How often do you perform the following tasks on your printer?  
SINGLE CODE PER ROW – ONLY SHOW TASKS THAT WERE SELECTED AT Q21

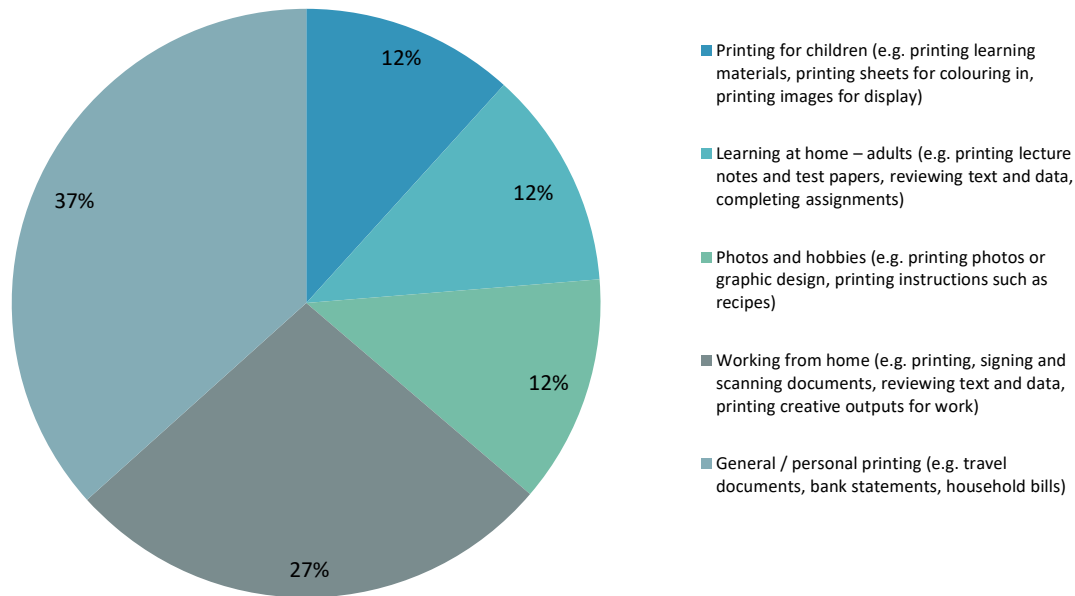
|  | Daily | 2-3 times per week | 1 time per week | 2-3 times per month | 1 time per month | Less than 1 time per month | Never |
|--|-------|--------------------|-----------------|---------------------|------------------|----------------------------|-------|
| 1. Black and white printing                              |       |                    |                 |                     |                  |                            |       |
| 2. Colour printing                                       |       |                    |                 |                     |                  |                            |       |
| 3. Scanning  |       |                    |                 |                     |                  |                            |       |
| 4. Faxing  |       |                    |                 |                     |                  |                            |       |
| 5. Copying   |       |                    |                 |                     |                  |                            |       |
| 6. Photo printing  |       |                    |                 |                     |                  |                            |       |
| 7. Printing using Wi-Fi                                  |       |                    |                 |                     |                  |                            |       |
| 8. Use an accompanying printer app for smartphone/tablet |       |                    |                 |                     |                  |                            |       |

Q23 Which of the following devices do you print from / will you print from in future? Please select all that apply.  
MULTICODE

- 2Europe, an independent market research agency, were commissioned to undertake a quantitative survey across EU5 to obtain this consumer insight.
- A survey was devised by Epson and 2Europe which lasted ~15 minutes and consisted of a range of quantitative questions, including single choice, multiple choice, rankings, ratings and open ends.
- The survey was blind and Epson was not revealed as the sponsor.
- Participants were invited from a range of high-quality, reliable European panels.
- Participants were screened to ensure they were printing at home, aged 18+ and responsible for maintaining their printer. We achieved feedback from a range of ages, gender, income levels and household types/sizes.
- The data was quality checked and processed into formatted data tables before further segmentation analysis was conducted to identify and profile a range of segments across the European consumer profile.

# Types of document printed at home (at this time)

Types of document printed at home (mean proportion of each)



- Overall, the breakdown of documents printed varies by individual.
- The graph to the left shows the overall average across Europe.
- 37% of printing is general personal printing for the household.
- 27% is for working from home –related matters.
- 36% is for photos, learning and children printing (12% for each)

Base: All survey respondents (3,750)

November 2022

# Ink Consumption Efficiency Evaluation: Epson Individual Ink Cartridges vs. Competitive Tri-Colour Ink Cartridges

## Objective

Keypoint Intelligence was commissioned by Seiko Epson Corporation to conduct confidential testing of Epson single-colour standard- and high-yield ink cartridges to evaluate the efficiency of their total ink consumption compared with that of competitive HP and Canon tri-colour ink cartridges.

## Executive Summary

Epson's single-colour standard and high-yield cartridges outperformed HP's and Canon's tri-colour standard- and high-yield cartridges in the colour text-and-graphics-based document workflow test. Epson's high-yield cartridge ink efficiency was higher than that of HP's and Canon's high-yield cartridges for text-and-graphics-based document workflow test. Epson's and Canon's black cartridges didn't perform as well as the black HP cartridges in the standard-yield document workflow test, as with the photography workflow test where Canon outperformed both Epson and HP respectively.

Epson delivered a fault-free performance throughout testing, with all cartridges running to exhaustion and without image quality defects or any sign of ink leakage or discolouration inside the devices. When a cartridge was deemed to be empty by an Epson device, printing would stop—in most instances, the Epson device would stop after printing an image in full. No ink leakage was detected after use of the HP tri-colour cartridges, although they did continue to print jobs after running out of a particular colour ink, which produced inferior quality output and wasted paper.

Note: In this evaluation, "ink consumption efficiency" is the percentage of available ink in the cartridge that is used before the cartridge is deemed empty by the device.

## Overall Performance

In the graphics-based document workflow, the average CMY ink consumption efficiency of the Epson cartridges was significantly higher than those of the HP and Canon cartridges. The Epson cartridges delivered an overall ink consumption efficiency average of 60.06% (standard) and 82.36% (high yield) compared to, respectively, 30.10% and 37.74% for the HP cartridges and 37.07% and 40.76% for the Canon cartridges.

The Epson standard-yield black cartridges performed slightly less in the graphics-based document workflow compared to those from HP and Canon, with an average ink consumption efficiency of 72.57% for Epson devices, compared to 93.11% for HP and 74.78% for Canon. Both the Epson and HP high-yield black cartridges also performed at about the same level, with an ink efficiency of 90.38% for Epson and 91.75% for HP, respectively. The Canon high-yield black cartridges performed below that of Epson and HP, at 58.87%.

In the colour photographic workflow test (19 images printed full bleed on A4 media), the average ink consumption efficiency for Epson's standard-yield cartridges was slightly less than HP, at 67.37%. Canon performed better overall, with an average efficiency of 81.56%. Meanwhile, in the same test with the high-yield cartridges, Epson had the higher ink efficiency (83.84%), with HP behind at 79.76%, while HP standard-yield cartridges had an average ink efficiency of 69.41%. Black cartridges were not evaluated as part of the photo workflow test due to the Epson models printing black as a composite of CMY, leaving black ink largely unused.

For the devices in this test Epson offers individual colour ink cartridges, which means ink colours can be replaced as and when required. Conversely, the HP cartridges incorporate cyan, magenta, and yellow ink in a single cartridge. This means that once any of the colours runs out the whole cartridge must be replaced, resulting in wasted, unused ink for the other two colours. During the text-and- graphics document print test, high levels of ink waste were being incurred with the HP cartridges due to the disparity in the rates at which certain colours of ink were being used.

For example, based on the results from the standard-yield colour cartridges in the text-and-graphics-based document workflow, the average ink consumption efficiency of HP's tri-colour cartridges was 30.10%, with an average yield of 22 impressions. The Canon cartridges had an average ink consumption of 37.07%, with an average yield of 32. In comparison, Epson's single-colour cartridge efficiency was almost twice that, at 60.06%, and delivered average totals of 38 pages (cyan), 89 pages (magenta), and 174 pages (yellow). When the Epson cyan cartridge ran out, for example, it could be replaced on its own without having to replace any of the other colours.

In the event of streaking or other image quality faults during the test, a cleaning cycle was performed in accordance with manufacturer instructions.

## Ink Consumption Efficiency

|                          | Epson  | HP     | Canon  |
|--------------------------|--------|--------|--------|
| <b>STANDARD COLOUR</b>   |        |        |        |
| Text and Graphics        | 60.06% | 30.10% | 37.07% |
| Photo                    | 67.37% | 69.41% | 81.56% |
| <b>STANDARD BLACK</b>    |        |        |        |
| Text and Graphics        | 72.57% | 93.11% | 74.78% |
| <b>HIGH-YIELD COLOUR</b> |        |        |        |
| Text and Graphics        | 82.36% | 37.74% | 40.76% |
| Photo                    | 83.84% | 79.76% | 84.85% |
| <b>HIGH-YIELD BLACK</b>  |        |        |        |
| Text and Graphics        | 90.38% | 91.75% | 58.87% |

Results are based on the average of all standard- and high-yield cartridges used.

## Workflow Test Materials

A generic text-and graphic-based file intended to be typical of documents printed in small or home office environments was used in the workflow test run. This type of printing can usually show a bias towards corporate brand colours. The text-and graphic-based files were printed on Mondi IQ Premium 80 gsm A4 media, with print conditions in line with ISO 24734 test procedures.

### Business Document Test File

#### Buyers Lab Overview

#### biIQ: Everything You Need to Compete & Win

#### Ve Emerirre Et Tum Ober

#### Buyers Lab Overview

- Founded in 1981, shares DNA with Customer Reports
- Vision—to be the most trusted provider of information and services to drive product and solution quality, revenue growth and profitability for Buyers & Sellers in the global digital marketplace
- Mission—to build a uniquely valuable information services business, characterized by unassailable data and process integrity, continuous innovation, product superiority, deep industry expertise and strong execution, all leading to enviable customer loyalty, team engagement and long-term growth
- Our Leadership is based on:
  - Industry Expertise and Knowledge: Our associates have more than 600 years of combined experience in the industry, including more than 400 years combined industry expertise in our Lab and related departments
  - We are Global: We have large, environmentally controlled labs in the US and UK, and in sales and service offices in Hong Kong
  - Coverage: We test hundreds of products and solutions every year—laptops, printers, smartphones, tablets, smart TVs, and more—across all major operating systems and device configurations
  - Our Comprehensive Database Includes More Than 17,000 Products and Solutions
  - The Authoritative, Objective Voice in the Industry: More than 40,000 industry professionals—CIOs, CMOs and buyers—rely on our services to make the most informed decisions

#### BLI Enhanced Reprint Services

- Accent Brochure
- Accent Presentation
- Analyst Assist
- Translations

#### Suscepti Labortis Adipiscing

#### Comprehensive, Global Coverage

- Copiers, MFPs, printers, wide format copiers and printers (select vendors), sheet-fed production devices and sheet-fed scanners.
- Over 17,000 spec records on biIQ for products currently sold in markets covered
- In-depth coverage of OEM product offerings in nine countries

|           |                |               |
|-----------|----------------|---------------|
| Australia | Canada         | France        |
| Germany   | Hong Kong      | Italy         |
| Singapore | United Kingdom | United States |

#### LSA

#### biIQ Helps You Close More Deals

- Complete more effectively with the industry's most trusted and comprehensive tool
- Address customer needs confidently by highlighting your strengths and your competitor's weaknesses
- Save time by working faster and smarter with a wide array of content and tools and an intuitive user interface
- Add credibility to proposals through independent test reports/data

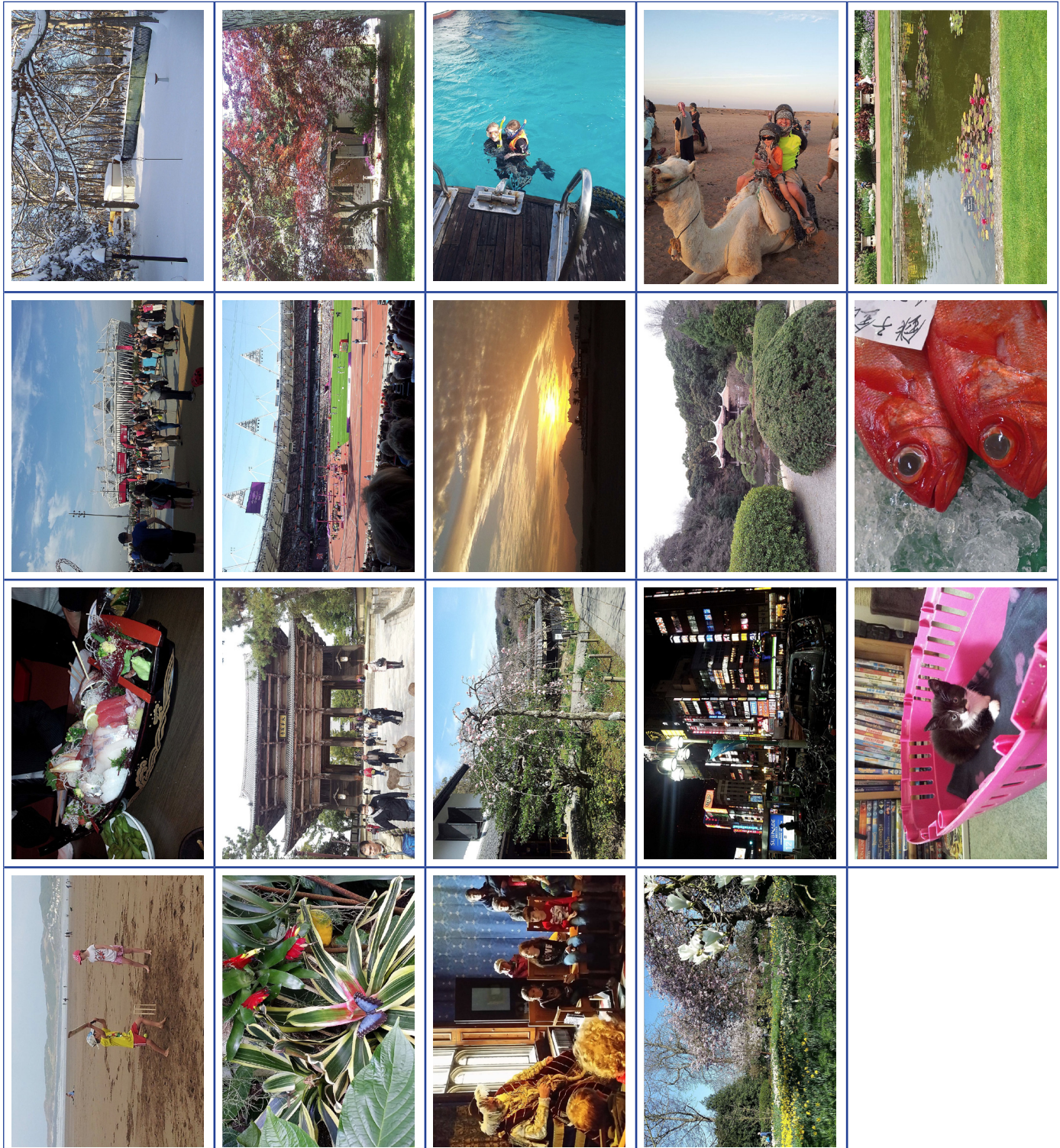
Based on 1,100 user survey responses (2013)

#### Sempter Fdurt Apiorituis

| Model                              | Year | Price   | Pages | Pages per Ink | Pages per Cartridge |
|------------------------------------|------|---------|-------|---------------|---------------------|
| HP Color LaserJet Enterprise E6000 | 2013 | \$1,200 | 1,200 | 1,200         | 1,200               |
| Epson EcoPrint P7000               | 2013 | \$1,500 | 1,500 | 1,500         | 1,500               |
| Xerox Versant 6000                 | 2013 | \$1,800 | 1,800 | 1,800         | 1,800               |

In the photo printing workflow test, Keypoint Intelligence technicians printed a set of 19 photos that show a broad range of settings and themes as would be found in an average customer's photo album. Print quality mode was set to Borderless Photo, and Staples A4 180 gsm glossy photo paper was used for testing.

### Photo Test File





## Test Devices and Ink Cartridges

| Device                | Cartridge Type (Standard/High Yield) |
|-----------------------|--------------------------------------|
| Epson XP-3200         | 604/604XL                            |
| Epson XP-2200         | 604/604XL                            |
| Epson XP-5200         | 503/503XL                            |
| Epson XP-4200         | 604/604XL                            |
| Epson WF-2930         | 604/604XL                            |
| Epson WF-2910         | 604/604XL                            |
| Epson WF-2950         | 604/604XL                            |
| Canon TS3450          | 545 and 546/545XL and 546XL          |
| Canon TS5350          | 560 and 561/560XL and 561XL          |
| Canon PIXMA MG3650    | 540 and 541/540XL and 541XL          |
| Canon PIXMA TS5150    | 540 and 541/540XL and 541XL          |
| Canon PIXMA TR4550    | 545 and 546/545XL and 546XL          |
| HP ENVY 6020e         | 305/305XL/307XL                      |
| HP ENVY Pro 6430      | 305/305XL/307XL                      |
| HP DeskJet 2710       | 303/303XL                            |
| HP DeskJet Plus 4130e | 305/305XL                            |
| HP ENVY 6230          | 303/303XL                            |

## Test Methodology

The tests were conducted with two different printing workflows: photo printing and text and graphics-based document printing. Files were output in a continuous mode in a controlled environment using print conditions in line with ISO 24734 test methodology, but with a custom document suite. Cartridges were run to end of life.

In Keypoint Intelligence's evaluation, the ink consumption efficiency of the Epson, Canon and HP cartridges was determined using two workflows: one of documents incorporating text and graphics and the other of photo images. Keypoint Intelligence used standard and high-yield cartridges and 17 printers (seven Epsons, five Canons and five HPs) during the test.

With the test printers set in default mode, Keypoint Intelligence operated the printers in continuous simplex print mode for up to eight hours per day. Prior to testing each ink cartridge, the devices were charged with starter cartridges, but these cartridges were not used for yield analysis.

Cartridges were tested to exhaustion to evaluate ink consumption efficiency. Both test suites were used (photo printing and text, and graphics-based document printing) with at least two cartridges being fully exhausted per device per colour per test suite, except for black, where only one cartridge was exhausted on the graphic-based document printing.

Each cartridge was weighed prior to testing (full weight) and again upon exhaustion (used weight). Cartridge exhaustion was based on when an "ink out"/"empty" notification was displayed on the interface. Average weights based on test results were calculated for full and used weights. A cleaning routine was carried out in accordance with manufacturer instructions when streaking or other quality defects were exhibited during the test.

One exhausted cartridge of each product type and of each colour were then disassembled and flushed of all unused ink and allowed to dry thoroughly before being weighed to establish the Empty weight. The wasted ink ratio of one cartridge was calculated using the following formula (wasted ink ratio of the colour cartridges is the average wasted ink ratio of cyan, magenta, and yellow):

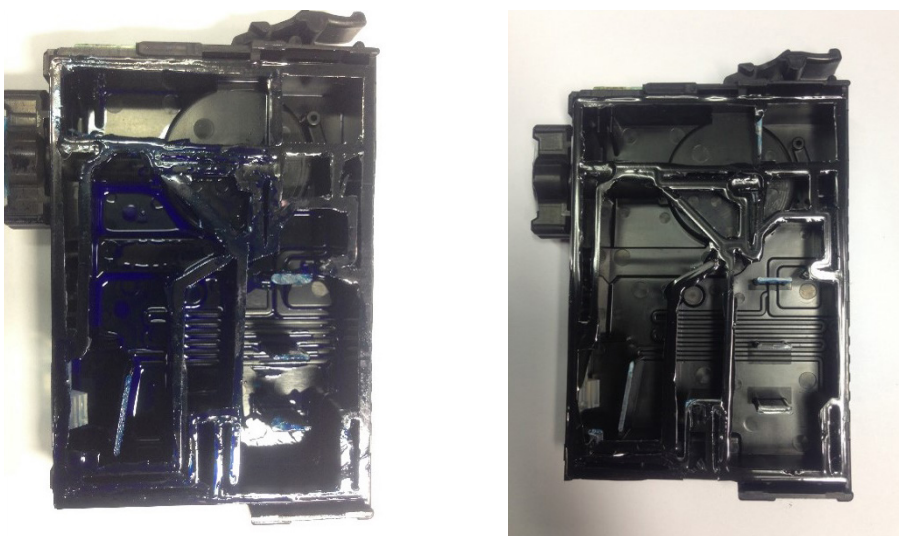
Wasted Ink Ratio =

$$\frac{\text{Weight of Used Ink Cartridge} - \text{Weight of Empty (flushed) Ink Cartridge}}{\text{Weight of New (full) Ink Cartridge} - \text{Weight of Empty (flushed) Ink Cartridge}}$$

The overall percentage of ink consumption efficiency was calculated using the formula:

$$\text{Ink Consumption Efficiency (\%)} = (1 - \text{Wasted Ink Ratio}) \times 100$$

## Examples of Pre-Flushed and Flushed Ink Cartridges



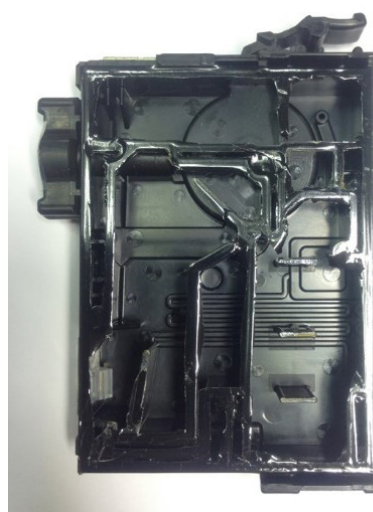
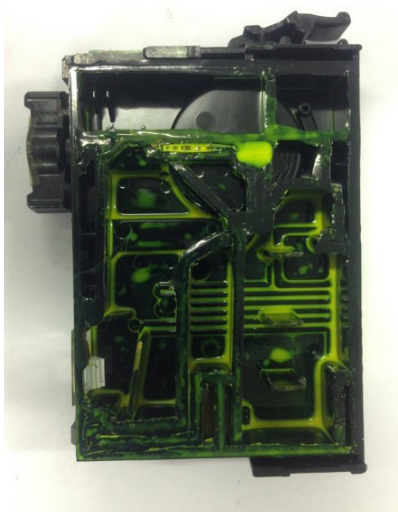
Epson cyan pre-flushed (left) and flushed

## Ink Consumption Efficiency Evaluation: Epson Individual Ink Cartridges vs. Competitive Tri-Colour Ink Cartridges

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Epson magenta pre-flushed (left) and flushed



Epson yellow pre-flushed (left) and flushed



Epson black flushed

**Ink Consumption Efficiency Evaluation:**  
Epson Individual Ink Cartridges vs. Competitive Tri-Colour Ink Cartridges



HP 302 standard-yield pre-flushed (left) and flushed

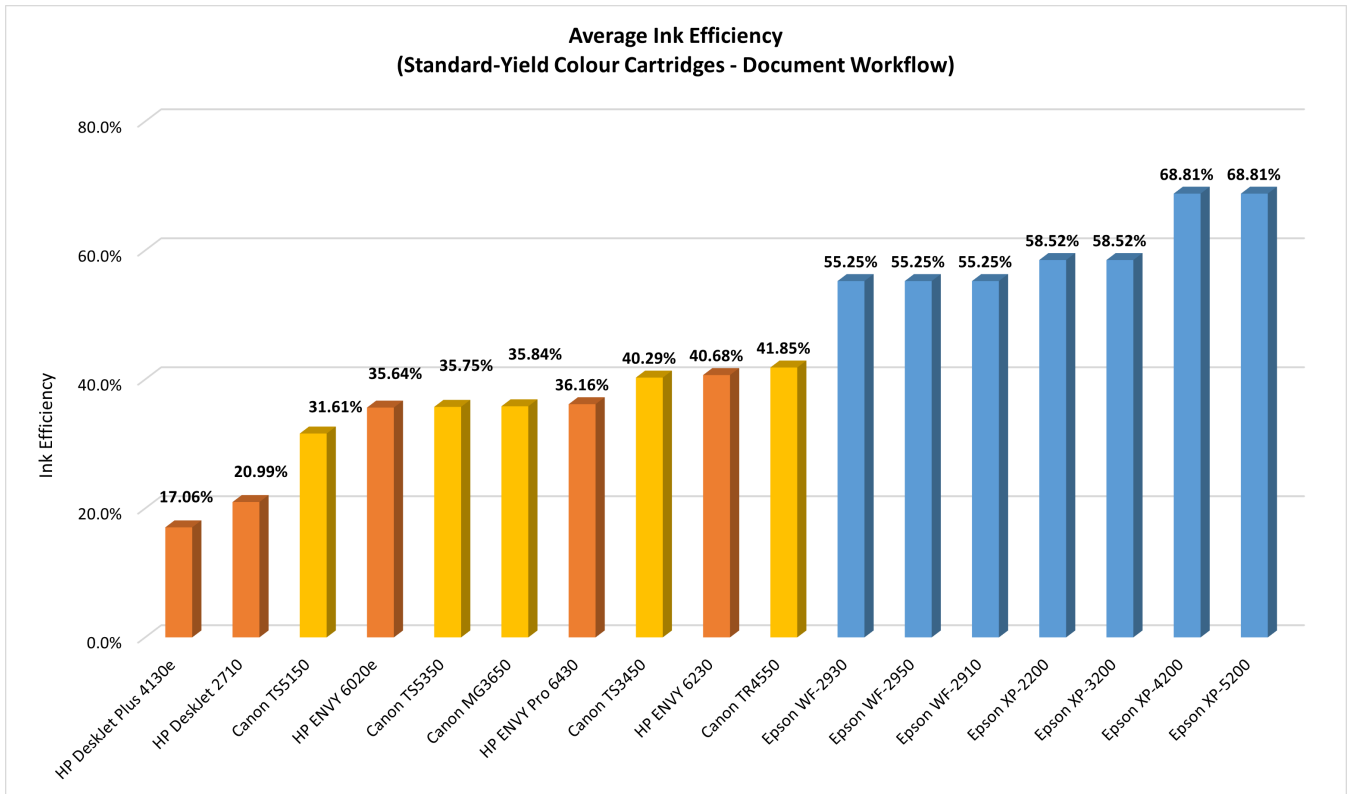


Top: Canon 540 standard-yield black pre-flushed (left) and flushed

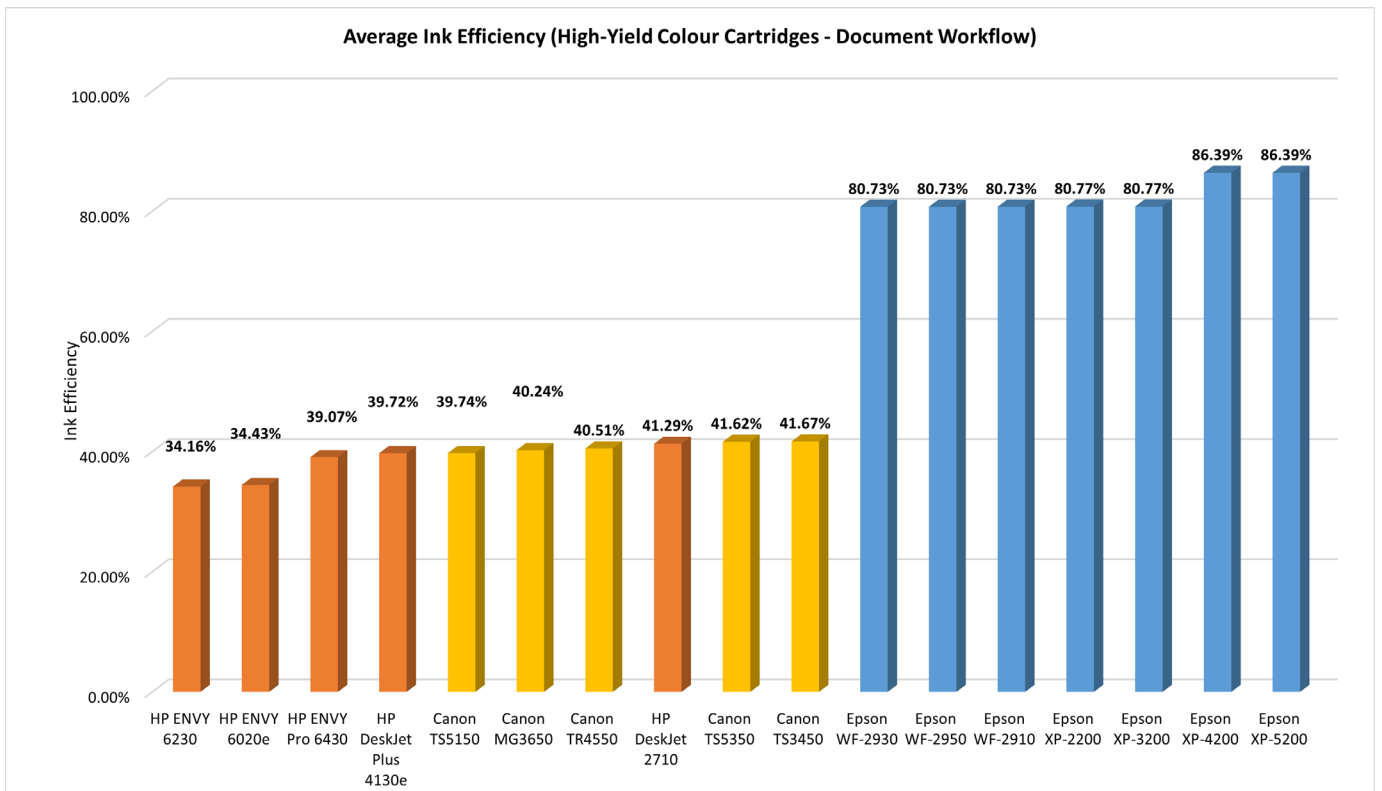
Bottom: Canon 541XL high-yield colours pre-flushed (left) and flushed

# Ink Efficiency Performance Summary

Average Ink Consumption Efficiency of Standard-Yield Colour Cartridges by Device (Document Workflow)

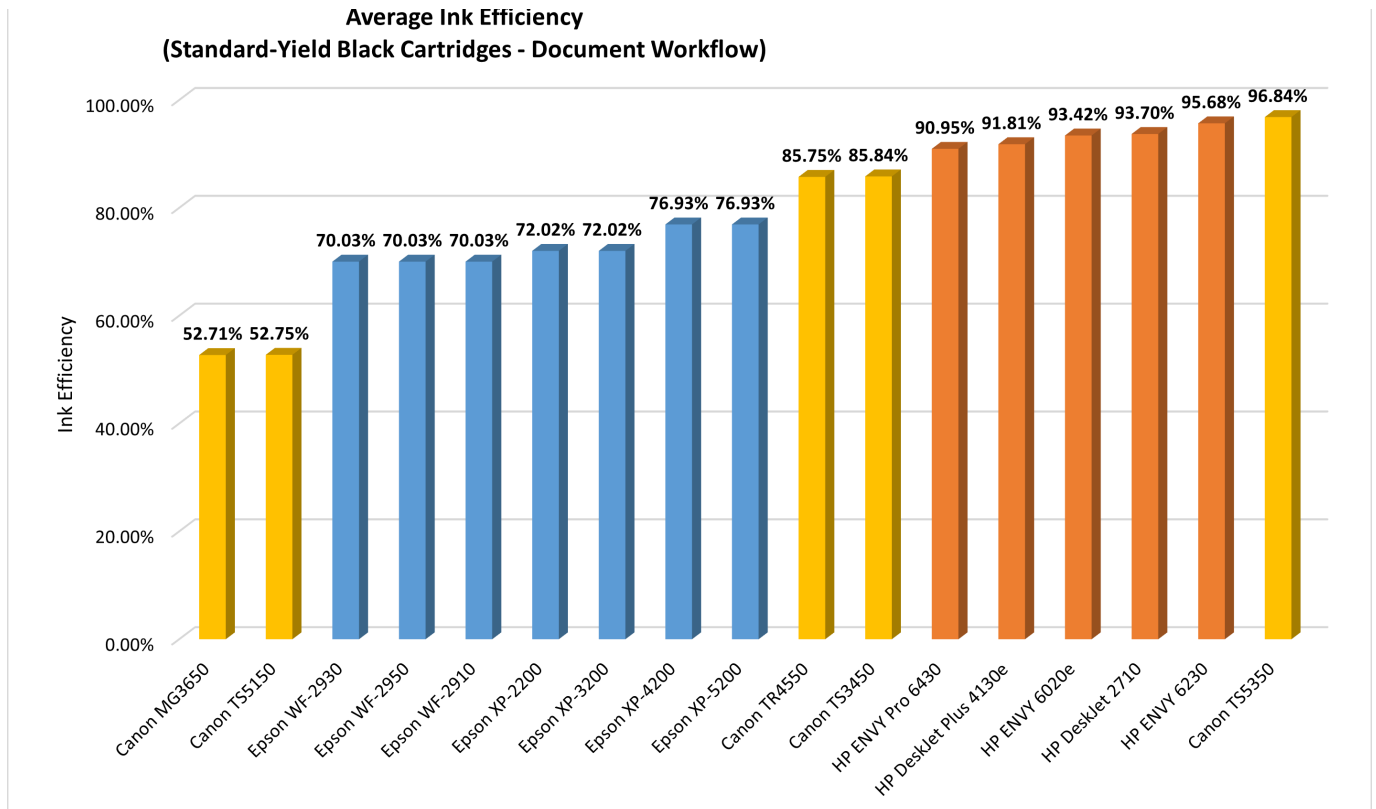


Average Ink Consumption Efficiency of High-Yield Colour Cartridges by Device (Document Workflow)

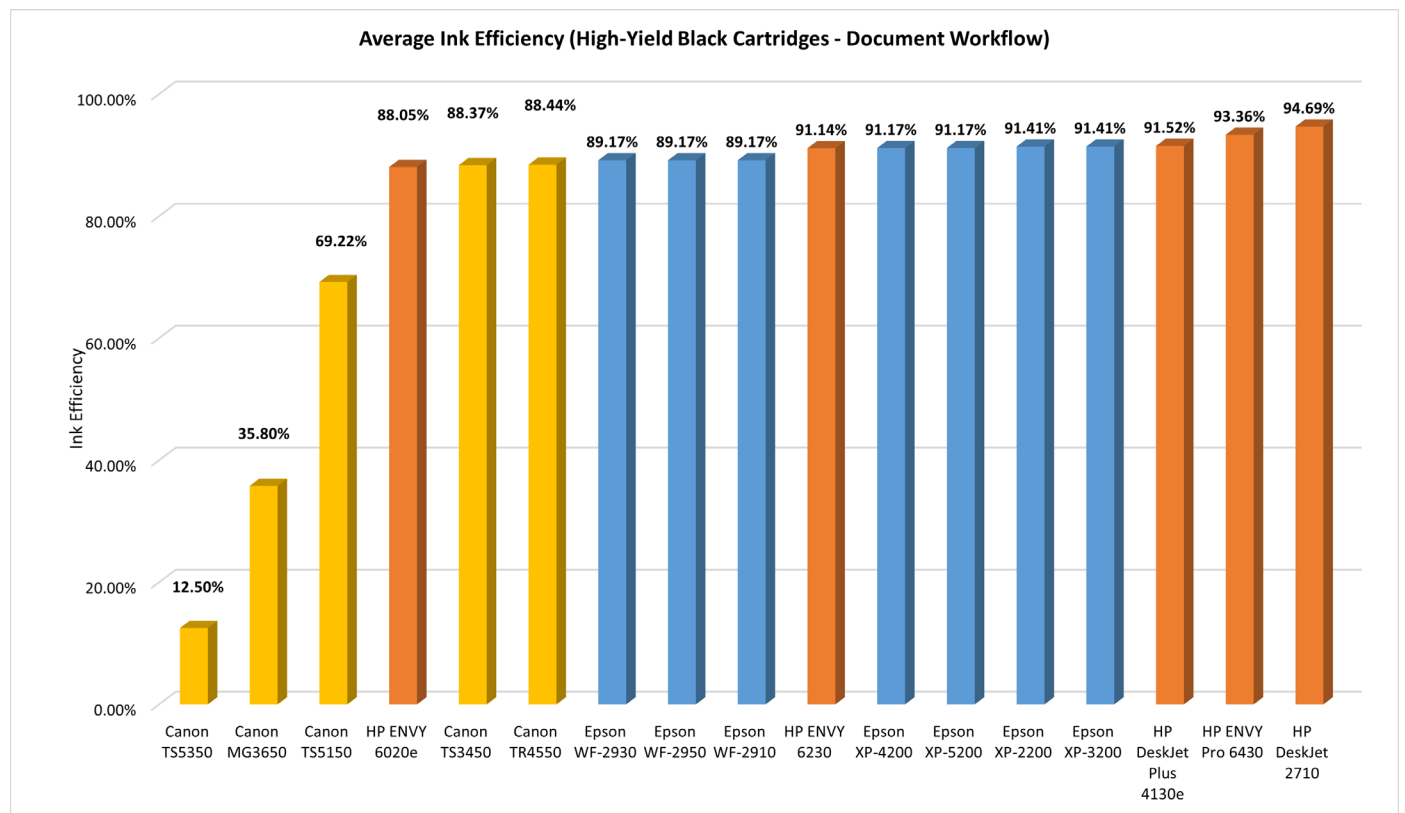


## Ink Consumption Efficiency Evaluation: Epson Individual Ink Cartridges vs. Competitive Tri-Colour Ink Cartridges

### Average Ink Consumption Efficiency of Standard-Yield Black Cartridges by Device (Document Workflow)

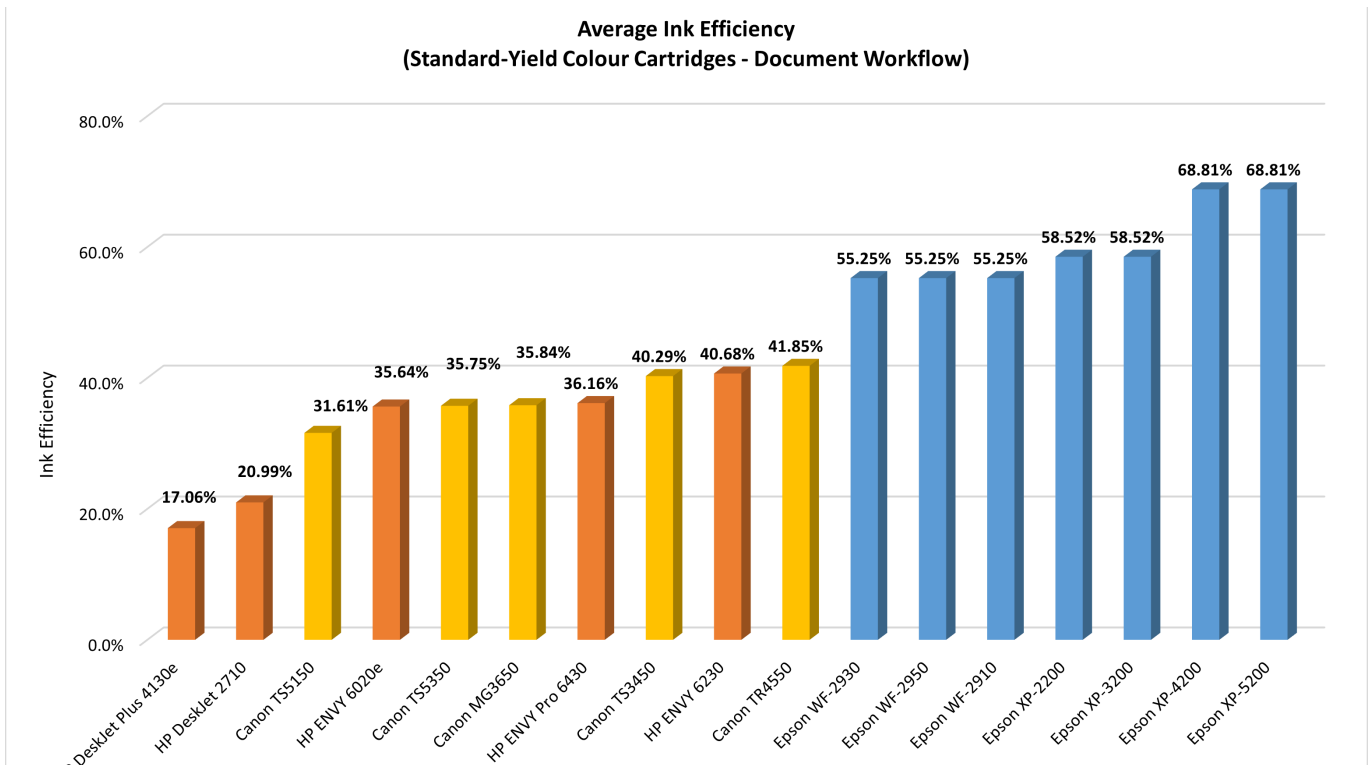


### Average Ink Consumption Efficiency of High-Yield Black Cartridges by Device (Document Workflow)

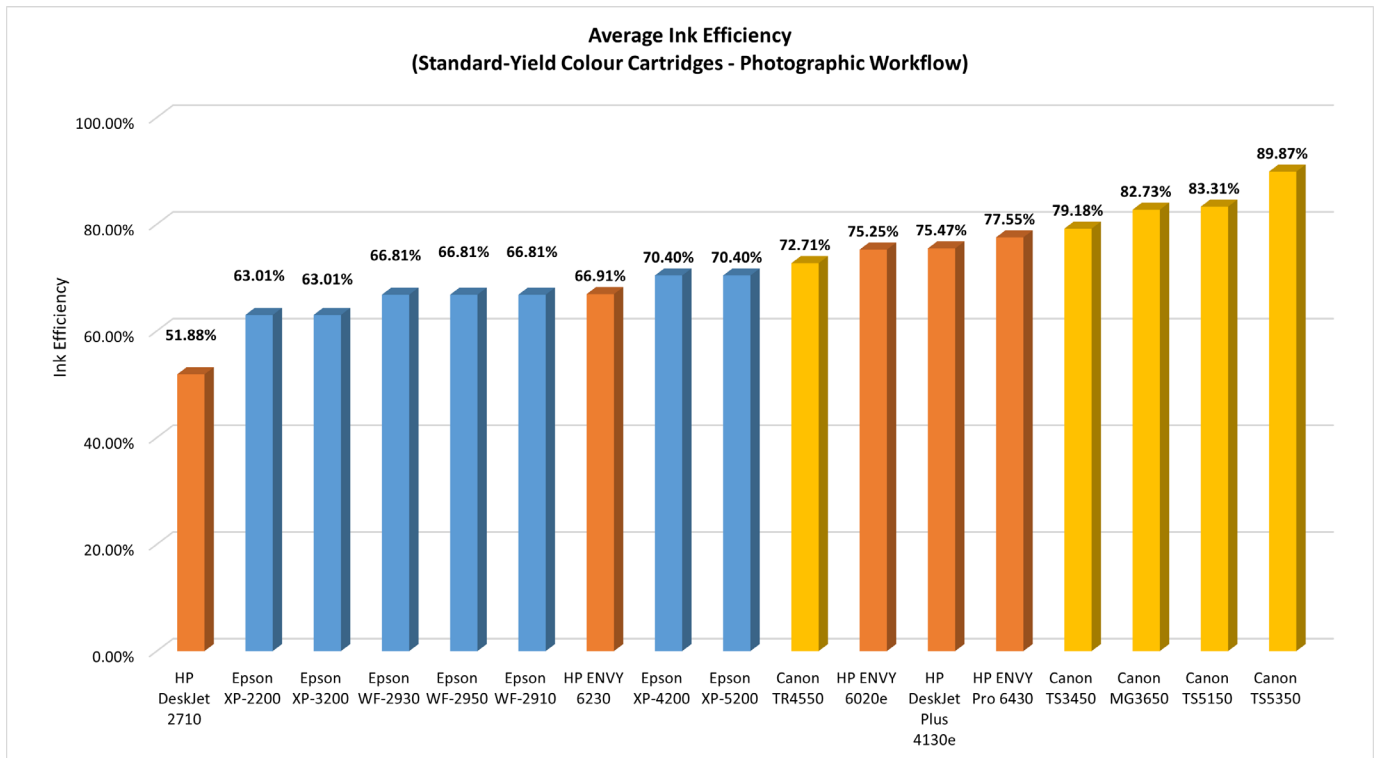


## Ink Consumption Efficiency Evaluation: Epson Individual Ink Cartridges vs. Competitive Tri-Colour Ink Cartridges

### Average Ink Consumption Efficiency of Standard-Yield Colour Cartridges by Device (Photographic Workflow)



### Ink Consumption Efficiency of High-Yield Colour Cartridges by Device (Photographic Workflow)



# SUPPORTING DATA

## Average Results (Document Workflow – Standard-Yield Cartridges)

| Device        | Cartridge Type | Colour  | Impres-<br>sions | Full<br>Weight | Used<br>Weight | Flushed<br>(Empty)<br>Weight | Wasted<br>Ink Ratio |
|---------------|----------------|---------|------------------|----------------|----------------|------------------------------|---------------------|
| Epson XP-3200 | #603           | Black   | 132              | 19.65          | 16.78          | 15.67                        | 0.28                |
|               |                | Cyan    | 33               | 18.41          | 16.65          | 15.67                        | 0.36                |
|               |                | Magenta | 88               | 18.38          | 16.89          | 15.67                        | 0.45                |
|               |                | Yellow  | 135              | 18.32          | 16.82          | 15.67                        | 0.43                |
| Epson XP-2200 | #603           | Black   | 132              | 19.65          | 16.78          | 15.67                        | 0.28                |
|               |                | Cyan    | 33               | 18.41          | 16.65          | 15.67                        | 0.36                |
|               |                | Magenta | 88               | 18.38          | 16.89          | 15.67                        | 0.45                |
|               |                | Yellow  | 135              | 18.32          | 16.82          | 15.67                        | 0.43                |
| Epson XP-5200 | #603           | Black   | 242              | 20.94          | 16.88          | 15.67                        | 0.23                |
|               |                | Cyan    | 49               | 19.59          | 16.89          | 15.67                        | 0.31                |
|               |                | Magenta | 87               | 19.61          | 16.88          | 15.67                        | 0.31                |
|               |                | Yellow  | 190              | 19.61          | 16.92          | 15.67                        | 0.32                |
| Epson XP-4200 | #603           | Black   | 242              | 20.94          | 16.88          | 15.67                        | 0.23                |
|               |                | Cyan    | 49               | 19.59          | 16.89          | 15.67                        | 0.31                |
|               |                | Magenta | 87               | 19.61          | 16.88          | 15.67                        | 0.31                |
|               |                | Yellow  | 190              | 19.61          | 16.92          | 15.67                        | 0.32                |
| Epson WF-2930 | #603           | Black   | 142              | 19.70          | 16.88          | 15.67                        | 0.30                |
|               |                | Cyan    | 31               | 18.39          | 16.87          | 15.67                        | 0.44                |
|               |                | Magenta | 91               | 18.36          | 16.90          | 15.67                        | 0.46                |
|               |                | Yellow  | 197              | 18.31          | 16.84          | 15.67                        | 0.44                |
| Epson WF-2950 | #603           | Black   | 142              | 19.70          | 16.88          | 15.67                        | 0.30                |
|               |                | Cyan    | 31               | 18.39          | 16.87          | 15.67                        | 0.44                |
|               |                | Magenta | 91               | 18.36          | 16.90          | 15.67                        | 0.46                |
|               |                | Yellow  | 197              | 18.31          | 16.84          | 15.67                        | 0.44                |
| Epson WF-2910 | #603           | Black   | 142              | 19.70          | 16.88          | 15.67                        | 0.30                |
|               |                | Cyan    | 31               | 18.39          | 16.87          | 15.67                        | 0.44                |
|               |                | Magenta | 91               | 18.36          | 16.90          | 15.67                        | 0.46                |
|               |                | Yellow  | 197              | 18.31          | 16.84          | 15.67                        | 0.44                |
| Canon TS3450  | #545/546       | Black   | 295              | 38.79          | 31.43          | 30.22                        | 0.14                |
|               |                | Colour  | 43               | 38.15          | 34.38          | 28.80                        | 0.60                |
| Canon TS5350  | #545/546       | Black   | 315              | 39.17          | 31.30          | 31.04                        | 0.03                |
|               |                | Colour  | 39               | 43.72          | 40.55          | 34.87                        | 0.64                |
| Canon MG3650  | #540/541       | Black   | 129              | 39.63          | 35.25          | 31.32                        | 0.47                |
|               |                | Colour  | 32               | 44.21          | 40.80          | 34.69                        | 0.64                |
| Canon TS5150  | #540/541       | Black   | 139              | 39.51          | 35.19          | 31.32                        | 0.47                |
|               |                | Colour  | 32               | 44.36          | 41.30          | 34.69                        | 0.68                |



## Ink Consumption Efficiency Evaluation: Epson Individual Ink Cartridges vs. Competitive Tri-Colour Ink Cartridges

|                       |          |        |     |       |       |       |      |
|-----------------------|----------|--------|-----|-------|-------|-------|------|
| Canon TR4550          | #545/546 | Black  | 262 | 38.50 | 31.40 | 30.22 | 0.14 |
|                       |          | Colour | 45  | 38.00 | 34.15 | 28.80 | 0.58 |
| HP ENVY 6020e         | #302     | Black  | 124 | 26.93 | 23.86 | 23.64 | 0.07 |
|                       |          | Colour | 22  | 31.02 | 29.46 | 26.64 | 0.64 |
| HP ENVY Pro 6430      | #305     | Black  | 110 | 26.96 | 23.94 | 23.64 | 0.09 |
|                       |          | Colour | 22  | 31.06 | 29.46 | 26.64 | 0.64 |
| HP DeskJet 2710       | #305     | Black  | 87  | 27.20 | 23.76 | 23.53 | 0.06 |
|                       |          | Colour | 23  | 30.54 | 29.07 | 23.53 | 0.79 |
| HP DeskJet Plus 4130e | #305     | Black  | 116 | 26.97 | 23.92 | 23.64 | 0.08 |
|                       |          | Colour | 22  | 30.21 | 29.44 | 26.64 | 0.83 |
| HP ENVY 6230          | #303     | Black  | 222 | 29.36 | 24.71 | 24.50 | 0.04 |
|                       |          | Colour | 32  | 33.57 | 31.24 | 27.84 | 0.59 |

### Document Workflow – High-Yield Cartridges

| Device        | Cartridge Type | Colour  | Impres- sions | Full Weight | Used Weight | Flushed (Empty) Weight | Wasted ink ratio |
|---------------|----------------|---------|---------------|-------------|-------------|------------------------|------------------|
| Epson XP-3200 | #603XL         | Black   | 497           | 25.75       | 16.86       | 16.02                  | 0.09             |
|               |                | Cyan    | 66            | 20.43       | 16.81       | 16.02                  | 0.18             |
|               |                | Magenta | 226           | 20.41       | 16.90       | 16.02                  | 0.20             |
|               |                | Yellow  | 336           | 20.41       | 16.89       | 16.02                  | 0.20             |
| Epson XP-2200 | #603XL         | Black   | 497           | 25.75       | 16.86       | 16.02                  | 0.09             |
|               |                | Cyan    | 66            | 20.43       | 16.81       | 16.02                  | 0.18             |
|               |                | Magenta | 226           | 20.41       | 16.90       | 16.02                  | 0.20             |
|               |                | Yellow  | 336           | 20.41       | 16.89       | 16.02                  | 0.20             |
| Epson XP-5200 | #603XL         | Black   | 608           | 26.04       | 16.91       | 16.02                  | 0.09             |
|               |                | Cyan    | 120           | 22.87       | 16.97       | 16.02                  | 0.14             |
|               |                | Magenta | 369           | 22.90       | 16.94       | 16.02                  | 0.13             |
|               |                | Yellow  | 481           | 22.95       | 16.97       | 16.02                  | 0.14             |
| Epson XP-4200 | #603XL         | Black   | 608           | 26.04       | 16.91       | 16.02                  | 0.09             |
|               |                | Cyan    | 120           | 22.87       | 16.97       | 16.02                  | 0.14             |
|               |                | Magenta | 369           | 22.90       | 16.94       | 16.02                  | 0.13             |
|               |                | Yellow  | 481           | 22.95       | 16.97       | 16.02                  | 0.14             |
| Epson WF-2930 | #603XL         | Black   | 551           | 25.73       | 16.88       | 15.80                  | 0.11             |
|               |                | Cyan    | 72            | 20.43       | 16.96       | 16.02                  | 0.21             |
|               |                | Magenta | 241           | 20.37       | 16.83       | 16.02                  | 0.19             |
|               |                | Yellow  | 361           | 20.39       | 16.81       | 16.02                  | 0.18             |

## Ink Consumption Efficiency Evaluation: Epson Individual Ink Cartridges vs. Competitive Tri-Colour Ink Cartridges

|                  |            |         |     |       |       |       |      |
|------------------|------------|---------|-----|-------|-------|-------|------|
| Epson WF-2950    | #603XL     | Black   | 551 | 25.73 | 16.88 | 15.80 | 0.11 |
|                  |            | Cyan    | 72  | 20.43 | 16.96 | 16.02 | 0.21 |
|                  |            | Magenta | 241 | 20.37 | 16.83 | 16.02 | 0.19 |
|                  |            | Yellow  | 361 | 20.39 | 16.81 | 16.02 | 0.18 |
| Epson WF-2910    | #603XL     | Black   | 551 | 25.73 | 16.88 | 15.80 | 0.11 |
|                  |            | Cyan    | 72  | 20.43 | 16.96 | 16.02 | 0.21 |
|                  |            | Magenta | 241 | 20.37 | 16.83 | 16.02 | 0.19 |
|                  |            | Yellow  | 361 | 20.39 | 16.81 | 16.02 | 0.18 |
| Canon TS3450     | #545/546XL | Black   | 520 | 40.92 | 26.83 | 24.97 | 0.12 |
|                  |            | Colour  | 66  | 41.48 | 35.92 | 28.14 | 0.58 |
| Canon TS5350     | #545/546XL | Black   | 611 | 43.75 | 41.84 | 28.45 | 0.87 |
|                  |            | Colour  | 68  | 46.82 | 41.19 | 33.28 | 0.58 |
| Canon MG3650     | #540/541XL | Black   | 150 | 39.54 | 39.54 | 28.20 | 0.64 |
|                  |            | Colour  | 75  | 49.63 | 43.11 | 33.43 | 0.60 |
| Canon TS5150     | #540/541XL | Black   | 308 | 39.70 | 31.74 | 28.20 | 0.31 |
|                  |            | Colour  | 70  | 49.71 | 43.24 | 33.43 | 0.60 |
| Canon TR4550     | #545/546XL | Black   | 464 | 40.80 | 26.80 | 24.97 | 0.12 |
|                  |            | Colour  | 60  | 41.60 | 36.15 | 28.14 | 0.59 |
| HP ENVY 6020e    | #302XL     | Black   | 237 | 31.40 | 25.49 | 24.69 | 0.12 |
|                  |            | Colour  | 37  | 34.17 | 31.52 | 26.48 | 0.66 |
| HP ENVY Pro 6430 | #305XL     | Black   | 240 | 31.38 | 25.13 | 24.69 | 0.07 |
|                  |            | Colour  | 45  | 34.32 | 31.25 | 26.48 | 0.61 |
| HP Deskjet 2710  | #305XL     | Black   | 221 | 30.56 | 24.70 | 24.37 | 0.05 |
|                  |            | Colour  | 46  | 34.19 | 31.18 | 26.90 | 0.59 |
| HP Deskjet 4130e | #305XL     | Black   | 220 | 31.39 | 25.26 | 24.69 | 0.08 |
|                  |            | Colour  | 44  | 34.27 | 31.18 | 26.49 | 0.60 |
| HP ENVY 6230     | #303XL     | Black   | 661 | 37.92 | 24.24 | 22.91 | 0.09 |
|                  |            | Colour  | 54  | 39.23 | 35.25 | 27.58 | 0.66 |

### Photographic Workflow - Standard-Yield Cartridges

| Device        | Cartridge Type | Colour  | Impres- sions | Full Weight | Used Weight | Flushed (Empty) Weight | Wasted Ink Ratio |
|---------------|----------------|---------|---------------|-------------|-------------|------------------------|------------------|
| Epson XP-3200 | #603           | Cyan    | 7             | 18.40       | 16.69       | 15.67                  | 0.37             |
|               |                | Magenta | 6             | 18.42       | 16.67       | 15.67                  | 0.36             |
|               |                | Yellow  | 10            | 18.42       | 16.70       | 15.67                  | 0.37             |
| Epson XP-2200 | #603           | Cyan    | 7             | 18.40       | 16.69       | 15.67                  | 0.37             |
|               |                | Magenta | 6             | 18.40       | 16.67       | 15.67                  | 0.36             |
|               |                | Yellow  | 10            | 18.42       | 16.70       | 15.67                  | 0.37             |

## Ink Consumption Efficiency Evaluation: Epson Individual Ink Cartridges vs. Competitive Tri-Colour Ink Cartridges

|                       |          |         |    |       |       |       |      |
|-----------------------|----------|---------|----|-------|-------|-------|------|
| Epson XP-5200         | #603     | Cyan    | 11 | 19.57 | 16.81 | 15.67 | 0.29 |
|                       |          | Magenta | 11 | 19.63 | 16.81 | 15.67 | 0.29 |
|                       |          | Yellow  | 12 | 19.61 | 16.88 | 15.67 | 0.31 |
| Epson XP-4200         | #603     | Cyan    | 11 | 19.57 | 16.81 | 15.67 | 0.29 |
|                       |          | Magenta | 11 | 19.63 | 16.81 | 15.67 | 0.29 |
|                       |          | Yellow  | 12 | 19.61 | 16.88 | 15.67 | 0.31 |
| Epson WF-2930         | #603     | Cyan    | 8  | 18.41 | 16.59 | 15.67 | 0.33 |
|                       |          | Magenta | 7  | 18.36 | 16.54 | 15.67 | 0.32 |
|                       |          | Yellow  | 11 | 18.34 | 16.57 | 15.67 | 0.34 |
| Epson WF-2910         | #603     | Cyan    | 8  | 18.41 | 16.59 | 15.67 | 0.33 |
|                       |          | Magenta | 7  | 18.36 | 16.54 | 15.67 | 0.32 |
|                       |          | Yellow  | 11 | 18.34 | 16.57 | 15.67 | 0.34 |
| Canon TS3450          | #545/546 | Colour  | 60 | 38.09 | 30.73 | 28.80 | 0.21 |
| Canon TS5350          | #545/546 | Colour  | 17 | 43.64 | 35.76 | 34.87 | 0.10 |
| Canon MG3650          | #540/541 | Colour  | 40 | 44.25 | 36.34 | 34.69 | 0.17 |
| Canon TS5150          | #540/541 | Colour  | 42 | 44.09 | 36.26 | 34.69 | 0.17 |
| Canon TR4550          | #545/546 | Colour  | 14 | 37.95 | 31.30 | 28.80 | 0.27 |
| HP ENVY 6020e         | #302     | Colour  | 5  | 31.01 | 27.73 | 26.64 | 0.25 |
| HP ENVY Pro 6430      | #305     | Colour  | 5  | 31.01 | 27.62 | 26.64 | 0.22 |
| HP DeskJet 2710       | #305     | Colour  | 8  | 30.73 | 27.00 | 23.53 | 0.48 |
| HP DeskJet Plus 4130e | #305     | Colour  | 8  | 31.05 | 27.72 | 26.64 | 0.25 |
| HP ENVY 6230          | #303     | Colour  | 21 | 33.58 | 29.74 | 27.84 | 0.33 |

### Photographic Workflow - High-Yield Cartridges

| Device        | Cartridge Type | Colour  | Impres- sions | Full Weight | Used Weight | Flushed (Empty) Weight | Wasted Ink Ratio |
|---------------|----------------|---------|---------------|-------------|-------------|------------------------|------------------|
| Epson XP-3200 | #603XL         | Cyan    | 16            | 20.40       | 16.72       | 16.02                  | 0.16             |
|               |                | Magenta | 15            | 20.40       | 16.83       | 16.02                  | 0.18             |
|               |                | Yellow  | 21            | 20.40       | 16.86       | 16.02                  | 0.19             |
| Epson XP-2200 | #603XL         | Cyan    | 16            | 20.40       | 16.72       | 16.02                  | 0.16             |
|               |                | Magenta | 15            | 20.40       | 16.83       | 16.02                  | 0.18             |
|               |                | Yellow  | 21            | 20.40       | 16.86       | 16.02                  | 0.19             |
| Epson XP-5200 | #603XL         | Cyan    | 27            | 22.89       | 16.81       | 16.02                  | 0.12             |
|               |                | Magenta | 24            | 22.95       | 16.79       | 16.02                  | 0.11             |
|               |                | Yellow  | 31            | 22.93       | 16.81       | 16.02                  | 0.11             |
| Epson XP-4200 | #603XL         | Cyan    | 27            | 22.89       | 16.81       | 16.02                  | 0.12             |
|               |                | Magenta | 24            | 22.95       | 16.79       | 16.02                  | 0.11             |
|               |                | Yellow  | 31            | 22.93       | 16.81       | 16.02                  | 0.11             |

|                       |            |         |     |       |       |       |      |
|-----------------------|------------|---------|-----|-------|-------|-------|------|
| Epson WF-2930         | #603XL     | Cyan    | 16  | 20.43 | 17.04 | 16.02 | 0.23 |
|                       |            | Magenta | 15  | 20.40 | 16.56 | 16.02 | 0.12 |
|                       |            | Yellow  | 22  | 20.38 | 16.86 | 16.02 | 0.19 |
| Epson WF-2950         | #603XL     | Cyan    | 16  | 20.43 | 17.04 | 16.02 | 0.23 |
|                       |            | Magenta | 15  | 20.40 | 16.56 | 16.02 | 0.12 |
|                       |            | Yellow  | 22  | 20.38 | 16.86 | 16.02 | 0.19 |
| Epson WF-2910         | #603XL     | Cyan    | 16  | 20.43 | 17.04 | 16.02 | 0.23 |
|                       |            | Magenta | 15  | 20.40 | 16.56 | 16.02 | 0.12 |
|                       |            | Yellow  | 22  | 20.38 | 16.86 | 16.02 | 0.19 |
| Canon TS3450          | #545/546XL | Colour  | 101 | 39.78 | 29.70 | 28.14 | 0.14 |
| Canon TS5350          | #545/546XL | Colour  | 25  | 46.63 | 35.46 | 33.28 | 0.16 |
| Canon MG3650          | #540/541XL | Colour  | 72  | 49.66 | 35.54 | 33.43 | 0.13 |
| Canon TS5150          | #540/541XL | Colour  | 70  | 49.69 | 35.90 | 33.43 | 0.15 |
| Canon TR4550          | #545/546XL | Colour  | 27  | 41.80 | 30.50 | 28.14 | 0.17 |
| HP ENVY 6020e         | #302XL     | Colour  | 11  | 34.31 | 28.24 | 26.48 | 0.22 |
| HP ENVY Pro 6430      | #305XL     | Colour  | 12  | 34.18 | 28.09 | 26.48 | 0.21 |
| HP DeskJet 2710       | #305XL     | Colour  | 14  | 34.10 | 27.71 | 26.90 | 0.11 |
| HP DeskJet Plus 4130e | #305XL     | Colour  | 13  | 34.29 | 28.10 | 26.48 | 0.21 |
| HP ENVY 6230          | #303XL     | Colour  | 47  | 39.26 | 30.6  | 27.58 | 0.26 |

## Test Environment/Conditioning

Testing was conducted in Keypoint Intelligence's UK test facility (Unit 11, The Business Centre, Molly Millars Lane, Wokingham, RG41 2QZ) under ambient conditions of 22.0°C (+/-2.7°C) and 45% relative humidity (+/- 10%), monitored daily by an Extech RH 520 Humidity and Temperature Digital Recorder.

Printers, paper, and cartridges were acclimatized to the above conditions for a minimum of eight hours prior to testing. Prior to acclimatization, packaging and shipping materials were opened in a manner that prevented damage from occurring to the cartridges during conditioning. Paper was acclimatized in ream wrappers. Printers, printer components, paper, and cartridges were handled in a manner that prevented exposure to condensation. Test equipment included Windows 10 workstations, 10/100/1000BaseTX network switches, and CAT5e/6 cabling.

## About Keypoint Intelligence

For over 60 years, clients in the digital imaging industry have relied on [Keypoint Intelligence](#) for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

For more information on Keypoint Intelligence, please call (973) 797-2100, visit [keypointintelligence.com](http://keypointintelligence.com), or email [info@keypointintelligence.com](mailto:info@keypointintelligence.com).