

# Shelf-edge label printing challenges and solutions

Choose the Epson  
ColorWorks C4000



**EPSON®**

# An answer to your shelf-edge label printing challenges

Discover why the Epson ColorWorks C4000 is the perfect solution for retailers

- 1 Difficulty highlighting promotions and discounts
- 2 Detailed product information causing labelling headaches
- 3 Trouble communicating corporate messages like sustainability
- 4 Struggling to highlight seasonal and thematic products in tight time frames
- 5 Lacking effective ways to increase average customer spends
- 6 Encouraging customer loyalty proving complex



## Challenge 1

# Difficulty highlighting promotions and discounts

The shop floor can be an overwhelming environment, and ensuring your promotions, discounts and featured products are instantly visible isn't easy.

Traditional black and white labels often fail to grab customer attention.

**So how can you make sure your offers stand out?**



## High-quality, vivid colour printing

The ColorWorks C4000 embraces the power of colour to create eye-catching shelf-edge labels that draw the customer in.



Draw attention to specific products, sales and promotions



Alert customers to your current deals and encourage spontaneous purchases that drive revenue



Increase customer loyalty by ensuring they are aware of promotions

## Challenge 2

# Detailed product information causing labelling headaches

Customers are increasingly demanding more information about the products they're buying and including all the relevant details in a limited space can be difficult.

**So how can you make sure you provide unparalleled product clarity?**



### Effective communication with colour shelf-edge labels

The ColorWorks C4000 uses stand-out colour to incorporate everything customers need to know to make an informed purchase.



Include detailed product and usage descriptions



Highlight key product benefits and differentiators



Include QR codes to give customers access to additional information, and product reviews or demos

## Challenge 3

# Trouble communicating corporate messages like sustainability

Sustainability and ethical sourcing issues are becoming a central concern for consumers. Communicating your brand values clearly can help foster loyalty and win over conscientious customers.

**But how do you communicate what your brand stands for?**



**Vivid colour that communicates your commitments clearly**

The ColorWorks C4000 creates high quality shelf-edge labels that resonate with your customers' concerns.



Communicate sustainability initiatives such as recycled packaging, Fairtrade, or locally sourced products



Draw attention to your environmental commitments and nurture your brand reputation



Embrace a sustainable and scalable printing solution that builds on your credentials

# Struggling to highlight seasonal products in tight time frames

You need to highlight seasonal products or themed collections. But the sales window can be short, and you need to ensure your campaigns make an impact on your customers.

**So how do you turn around stand-out, seasonal promotions, fast?**



## On-demand, high-speed printing at scale

The ColorWorks C4000 allows you to produce shelf-edge labels quickly and according to demand.



Encourage quick purchases with customised shelf-edge labels according to seasons, holidays and specific events – such as Back to School promotions



Ensure customers can quickly identify all the qualifying products



Print quickly and on-demand for timely and relevant promotions that capitalise on the full selling window

**FRESH  
SEASONAL**

**PRODUCE**

## Challenge 5

# Under pressure to increase average customer spend

Encouraging customers to increase the number of items they purchase, or to opt for items with a higher value can have a significant effect on your bottom line.

**But how to facilitate a higher in-store spend?**



## Enhance upselling opportunities with effective use of colour

The ColorWorks C4000 lets you create striking, dynamic labels that draw attention to your complementary or premium offerings.



Cross sell by highlighting complementary products



Upsell by promoting higher-end alternative products



Include bundles, multi-buy offers or highlight premium ranges to prompt bigger spends

## Challenge 6

# Encouraging customer loyalty proving complex

Rewards programmes are an important way of providing value to customers and building long-term loyalty to your brand.

**But how can you effectively advertise the benefits?**



**Visually appealing shelf-edge labels that inspire loyalty**

The flexible configurations of the ColorWorks C4000 allow you to create eye-catching shelf-edge labels that instantly highlight potential customer rewards and encourage brand loyalty.



Draw attention to loyalty programme information, such as extra membership points on certain purchases



Encourage participation with your programme and inspire customers to return



Ensure labels are branded with visual cues such as colour and iconography that will feel familiar and memorable to customers

# Why choose paper over Electronic Shelf Labels (ESLs)?

ESLs may offer the ability to update pricing or product information remotely. However, they also come with significant drawbacks.



## High initial outlay and running costs

Upfront investments in hardware, software and network infrastructure can be significant. Additional maintenance and repair to hundreds of tags further increases the overall expense.

## Technical complexity

Managing ESLs often requires staff training and issues such as connectivity, battery failure or display malfunctions can disrupt store operations.

## Reduced visual appeal

Unlike traditional paper labels, ESLs are uniform and cannot be customised with attractive colours or designs, creating a less appealing customer environment.

## Increased environmental costs

The electronic components of ESLs may create additional e-waste and can have a greater impact on the environment than paper alternatives.

# An ideal option for shelf label printing in colour

The Epson ColorWorks C4000 is a compact, adaptable printer that delivers in-house, on-demand label printing of the highest quality.

It is the ideal solution for any retail environment and suitable for a wide range of applications including food and beverage, pharmaceuticals, and ticketing.



## **Flexible and versatile**

Quickly change the size of the shelf-edge label and media type according to requirements

## **Sustainable and cost effective**

Reduce waste with on-demand printing

## **High-quality, vivid colour printing**

Ensure information stands out with consistent print performance that means no patchy labels or dull colours



### **Quick drying and water-resistant**

Produce labels that are resilient and ideal for all weather conditions

### **High-speed printing**

Increase operational efficiency with fast turnaround times

### **Durable and reliable**

Maximise efficiency with less downtime required for maintenance

### **Easy to configure**

Experience simple, intuitive set-up with the smartphone app or easy-to-use LED panel

### **Compatible with all platforms**

Enjoy enhanced connectivity options whether you use Windows, Android, iOS

### **Additional warranty options**

Get peace of mind for up to five years with Epson CoverPlus

**CoverPlus**



## ColorWorks C4000e

## C4000e (BK)

## C4000e (MK)

SKU		C31CK03102BK	C31CK03102MK
Type		Desktop colour label inkjet printer	Desktop colour label inkjet printer
Interface		USB + Ethernet	USB + Ethernet
		Optional WiFi dongle sold separately	Optional WiFi dongle sold separately
Print resolution		300 × 600 dpi, 600 × 600 dpi, 600 × 1200 dpi, 1200 × 1200 dpi	300 × 600 dpi, 600 × 600 dpi, 600 × 1200 dpi, 1200 × 1200 dpi
Print speed		Max 100mm/s at 300 x 600 dpi	Max 100mm/s at 300 x 600 dpi
Printing width		Max 108mm	Max 108mm
Supported media	Finishing	Glossy	Matte
	Facestock	Paper or film	Paper or film
	Roll type	Roll / fanfold	Roll / fanfold
	Label format	Continuous / die-cut	Continuous / die-cut
Ink Cartridges		C13T52M140 (SJC42P-BK Gloss Black) C13T52M240 (SJC42P-C Cyan) C13T52M340 (SJC42P-M Magenta) C13T52M440 (SJC42P-Y Yellow) C33S021601 (SJMB4000 Maintenance Box)	C13T52M540 (SJC42P-MK Matte Black) C13T52M240 (SJC42P-C Cyan) C13T52M340 (SJC42P-M Magenta) C13T52M440 (SJC42P-Y Yellow) C33S021601 (SJMB4000 Maintenance Box)

## Accessories

Description	SKU
OT-WL06: Wireless LAN dongle 2.4/5GHz	C32C891323
Replacement Auto Cutter Unit	C32C882201

## CoverPlus (options available to C4000e)

Description	SKU
03 years CoverPlus Onsite CW service for ColorWorks C4000	CP03OSCWCK03
03 Years CoverPlus RTB service for CW-C4000	CP03RTBSCK03
04 years CoverPlus Onsite CW service for ColorWorks C4000	CP04OSCWCK03
04 Years CoverPlus RTB service for CW-C4000	CP04RTBSCK03
05 years CoverPlus Onsite CW service for ColorWorks C4000	CP05OSCWCK03
05 Years CoverPlus RTB service for CW-C4000	CP05RTBSCK03

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