

# Professional quality on-demand label printing with Epson Genuine Media

## Why the right media is so important

In on-demand inkjet label printing, the choice of media (such as paper, film, or other substrates) is crucial for achieving high-quality labels. The media you choose directly impacts ink absorption, colour accuracy, durability, and print consistency.

### Ink absorption and drying

The droplets of Epson ColorWorks label printers are very small. If the media is too absorbent the ink can bleed, reducing sharpness and clarity. If it is insufficiently absorbent, the ink will smudge or take too long to dry. The Epson Genuine Media are coated with a layer to control ink absorption, allowing for faster drying and better image definition, which is essential for producing high-quality, detailed labels.

### Colour reproduction

Different media react differently with inks, affecting colour brightness and saturation. Epson Genuine Media is specifically designed for Epson ColorWorks printers and handles the ink chemistry more effectively, yielding vivid and accurate colours.

The Spot Colour matching tool and ICC Profiling adjust the ink settings for specific media types to ensure the colours on the label match the design accurately. Using the wrong media can lead to significant colour shifts.

### Durability and resistance

The right media can prevent labels from smearing or fading when exposed to moisture. This is an essential factor for labels on products that might encounter water or humidity.

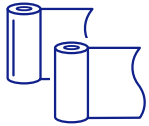
### Compatibility and optimisation

Epson Genuine Media are specifically designed to work with the appropriate ink (e.g. water-based, dye or pigment-based, etc.). Using media optimised for the ink type ensures better performance.

### Consistency in high-speed printing

Smooth and quality media ensures the label looks sharp and professional every time you print.

# Elements of the media



## Facestock

Facestock is the primary layer – the part of the label where the information is printed. Epson Genuine Media comes on paper or film, and can have different finishes, such as matte, gloss and satin.

## Liner

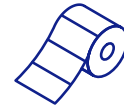
The liner is the backing material that holds the label in place until it's ready to be applied. It is coated with a non-stick material, which allows the label to be peeled off easily.



## Epson Genuine Media can come in different types of rolls

### Continuous

The label is one long piece, without perforations or pre-cut shapes. Continuous rolls allow you to cut labels to your desired length using the printer's built-in cutter.



### Die-cut

These labels have predefined or “pre-sized” dimensions. During the manufacturing process the labels are cut out by a “die” to a specific dimension, making individual labels on the roll's liner.



### Fanfold

Continuous label stacked and folded like a fan.



# Epson Genuine Media

Media Family	Facestock	Finishing	Liner	Recommended use
BOPP High Gloss Label	film	gloss	Glassine translucent	– Industrial/Chemical, Food, Beverage, Wine & Spirits, Home & Personal Care, Retail
BOPP Premium Matte Label	film	matte	Glassine White	– Industrial/Chemical, Food, Beverage, Home & Personal Care, Retail
BOPP Satin Gloss Label	film	satin	Glassine translucent	– Industrial/Chemical, Food, Beverage, Wine & Spirits, Home & Personal Care, Retail
High Gloss Label	paper	gloss	Glassine translucent	– Food, Beverage, Wine & Spirits, Transportation & Logistics, Home & Personal Care, Retail
PP Matte Premium	film	matte	Glassine translucent	– Industrial/Chemical, Food
Premium Matte Label	paper	matte	Kraft opaque	– Food, Retail
Premium Matte Ticket	paper	matte	No liner	– Ticketing, passes

Always check our website for an updated list of media: [www.epson.eu/en\\_EU/colorworks-media](http://www.epson.eu/en_EU/colorworks-media)



# Epson Genuine Media and ColorWorks range

The Epson Genuine Media range is tailored to deliver the best possible results on Epson ColorWorks printers. They meet the demands of high production print speeds, are fast-drying, and deliver excellent print results on all formats and surfaces.

Always check our website for an updated list of media:

[www.epson.eu/en\\_EU/colorworks-media](http://www.epson.eu/en_EU/colorworks-media)

To find the full list of Epson ColorWorks printers visit:

[www.epson.eu/en\\_EU/colorworks](http://www.epson.eu/en_EU/colorworks)

ColorWorks range	Inks
C3500	SJIC22P: Ink cartridge for ColorWorks C3500
C4000e	SJIC42P: Ink cartridge for ColorWorks C4000e
C6000AE/C6000PE	SJIC36P: Ink cartridge for ColorWorks C6000/C6500
C6500AE/C6500PE	
D6000AE/D6000PE	SJIC55: Ink cartridge for ColorWorks D6000/D6500
D6500AE/D6500PE	
C8000	SJIC48P: Ink cartridge for ColorWorks C8000



1. Research carried out by TÜV Rheinland LGA Products GmbH, August 2014.

For further information please contact your local Epson office or visit [www.epson.eu/contact-us](http://www.epson.eu/contact-us)

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