Working together in retail

EPSON®

EXCEED YOUR VISION

Technology solutions for retail

Epson technologies are designed to create more engaging, effective customer service – and support retail staff in the creation of valuable, memorable customer experiences. Our flexible solutions alleviate queue times, protect customer and business data, and generate real insight to enable more personal interactions between staff and customers.

Make the connection

Epson technology helps to increase sales opportunities at every level, from secure access and privacy controls to intelligent point of sale (POS) systems and intuitive devices. With intelligent solutions that protect personal details and encourage engagement, you can deliver consistently rewarding service for customers.

– **Integrate new hardware seamlessly** into your existing IT infrastructure thanks to the backwards compatibility of Epson POS printers

– **Protect critical data** with Epson's high-speed duplex scanners; scan documents directly to your preferred storage system, through to a password-protected PDF

– **Gather customer insights** with efficient document management from Epson's WorkForce Pro scanners and multifunction devices; route information to the right departments at the point of capture, and put insight at the centre of the customer relationship

– **Achieve high performance and low total cost of ownership** with the super fast, eco-efficient WorkForce Enterprise series – colour A3 multifunction printers using inkjet linehead technology; they are capable of delivering superb print quality at speeds of up to 100ipm, and their high capacity ink cartridges deliver more printed pages from fewer supplies compared to laser devices

Invest in the future

Invest wisely to ensure measurable value right across your business, today and tomorrow. Take advantage of a low total cost of ownership. Ensure ongoing return on investment with in-store innovations that require fewer consumables, and reduced servicing.

– **Create standout promotions** with vivid, colourful shelf-edge labels printed in-house and on-demand with our ColorWorks range

– **Print faster for less** with Epson's WorkForce Pro RIPS A4 and A3 printers; offering low running costs, fast print speeds, and minimal intervention

– **Increase customer loyalty** with four-colour coupons to create truly targeted promotions and special offers at the point of transaction

– **Create stunning signage** that's quick and easy to update with Epson's laser installation projectors, sharing content in high definition, and scalable up to 1000"

– **Deliver service anywhere** with Epson's range of portable receipt printers for employees on the go; complete transactions and add value to the customer journey anywhere in-store

Discover how much you could save on printing by switching to Epson

Use our total cost of ownership calculator at:

www.epson.eu/tco

"As a company, Epson is dedicated to facilitating a positive technological shift by developing solutions that will make workforces more efficient and more productive."

Mr Usui, President, Seiko Epson Corporation

See the results

Increase customer satisfaction, build trust and boost revenues with intelligent solutions that increase personal interaction and bring high impact to your displays. Add value, speed up sales processes and make better use of promotions to provide a more engaging experience that drives results.

– **Make a big impression** with our SureColor SC-T Series; create large, high definition posters and displays that reinforce your brand image and drive sales

– **Communicate where it counts** with Epson laser installation projectors; display signage on walls, floors and ceilings to keep customers informed and engaged

– **Deliver quality service anywhere** with Epson's tablet POS and portable receipt printers; get employees out from behind desks to interact with customers and complete transactions anywhere

– **Create standout promotions** with vibrant, on demand, colour labels

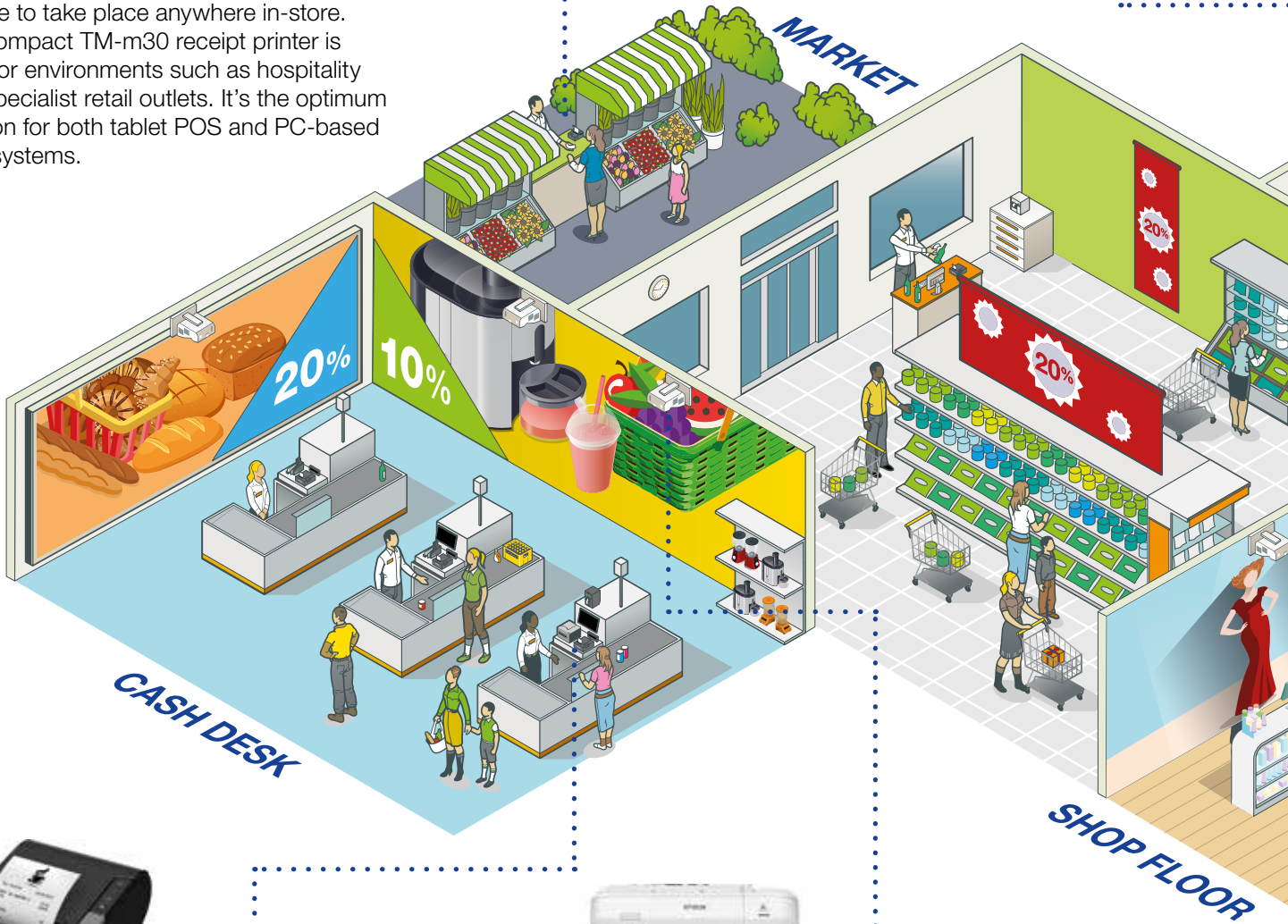# A personalised service for every customer

Standout signage and large format prints

With large format prints on a wide range of materials, printed in high quality, in-house and on-demand, every promotion receives the standout treatment. Supersize the impact of your signage with the SureColor SC-T Series. Create large, high definition posters and displays that reinforce your brand image and drive sales.

Tablet POS printing

Epson's range of tablet POS printers enables service to take place anywhere in-store. The compact TM-m30 receipt printer is ideal for environments such as hospitality and specialist retail outlets. It's the optimum solution for both tablet POS and PC-based POS systems.

High speed, highly reliable receipt printing

Epson's receipt printers are designed to keep up in the most demanding of retail environments. The TM-T88VI is a state-of-the-art receipt printer, offering fast print speeds and high reliability, with advanced features to support mobile, web and PC based POS at the same time.

Digital signage to make a connection

Creating engaging, dynamic, and responsive signage in-store is a great way to connect with your customers. Epson's installation projectors help bring your visual merchandising to life, and are extremely reliable and versatile – enabling you to project onto walls, ceilings, floors, and in confined spaces.

Capturing and protecting data

The WorkForce DS-780N is Epson's most intelligent business scanner yet – an interactive sheet-fed touchscreen model with built-in networking to make sharing and securing documents easy.

Print high volume at speed

Print high-quality documents at superfast speeds of up to 100ipm with WorkForce Enterprise – a reliable and environmentally friendly departmental colour A3 MFP with optional finisher.

BACK OFFICE

STOCK ROOM

Professional labels in-store and on the go

With Epson's range of lightweight, portable label makers it's easy to take care of all desktop and mobile labelling requirements. Designed for easy, versatile, economical operation anywhere, Epson label makers include flexible tape options such as satin ribbon for gift wrapping.

Quality labels that last

Epson's ColorWorks C7500 label printers enable the production of in-house, on-demand, high quality labels. They are ideal for printing box labels and shelf tags to facilitate inventory management in stockrooms.

Not all features apply to all products.
Not all products are available in all countries; please contact your local Epson representative.

Bring the future of retail to life

Merge in-store and online

What if your online visitors got exactly the same view as visitors to your store? Equip your shop floor staff with a pair of Epson Moverio smart glasses and they can transmit what they see back to online customers, and use an audio link to guide the sale. A chain of music shops uses the GoInStore solution to demo instruments, and a high-end car dealer uses it to provide guided tours of stock. Whatever the application, deliver a truly personalised customer experience.

New ways to grow your business

Epson technology can help you take advantage of exciting new ways to grow your retail business. We can help you facilitate new services by connecting legacy and mobile POS systems, help you create a truly omnichannel offering, and reap the benefits of assisted sales. Surpass modern consumer expectations for these new services, using solutions that integrate easily and protect existing investments with backwards compatibility and unified electronic point of sale (ePOS) and software development kits (SDKs).

Enhance the shopping experience

Reduce checkout queues with a wireless tablet and portable receipt printer. Use real-time analytics to make smart decisions on stock control, offers and displays. Display graphics are transforming where we shop, work and live. We provide the technology you need to deliver quality signage, POS, banners, posters, displays, graphics and vehicle wraps, including panoramic and portrait projected signage. Epson solutions can instantly bring tangible benefits to the shop floor.

56%
of purchasing decisions are expected to be made in store by 2025

Discover more retail solutions

www.epson.eu/retail

Download our free retail newsletter

www.epson.eu/retail

Epson's smart printing

App**4**

App4Food creates mobile apps for restaurants and takeaways, as its co-founder Ian Chambers explains:

"People think that mobile apps are only viable for big business; they can be costly while app approval through Android and iOS stores can be a long process. We're here to change things."

With App4Food, people can reserve tables online or when mobile, look at menus, place orders for takeaways or delivery and receive confirmation in real time. Restaurants can also use the app for marketing through email or SMS promos and offer customers loyalty discounts. As the core app is already approved, the app stores validate each of the customised apps quickly. The app appeals to restaurants for another key reason: "With us," says Ian Chambers,"the businesses are usually paid within 48 hours and they own their data. So they can track when and what customers buy to better tailor offers and send these out themselves. A number of restaurants asked us if we could add the food order to each ticket so this could be printed and taken to the kitchen. We set out to look for the right printing solution."

The best option

The printer would be a key part of App4Food's product. "We looked for a printer that provided a wide till roll – at least 80mm – with the freedom to allow us to format the receipt to create food orders. We also wanted to find a printer that was intelligent – that could be connected to the internet to constantly keep an eye on orders. We were pleased to go with Epson as its printers are easy to use and familiar to people working in hospitality so we anticipated that customers would need little or no training. Also, kitchen and restaurants are not ideal places for sensitive technology but the Epson kit is robust and would be able to cope with this demanding environment."

The printer's internet connectivity capabilities allow Ian's team to use simple XML commands to remotely alter the format and contents of the receipt for each restaurant. It also means that the printer can coordinate orders.

Results

Each restaurant and takeaway has a printer installed that continually polls for orders. Many restaurants already use App4Food and the printers have worked faultlessly. And, with the till roll changed by simply dropping it into a drum and an interface that's easy to use, people have had no issues in working the printers. App4Food is also working with Epson to customise the printer's display to make it easy to process the orders without using a tablet or smartphone. Instead a USB keyboard will be all that's needed.

This option will appeal to smaller takeaways looking to keep their costs down. App4Food is starting to gather momentum. Concludes Ian Chambers: "We're getting a great response from restaurants and takeaways to the app. It's got a lot of features, restaurants get paid faster, it creates new ways to raise revenue and restaurants can base their marketing on sales data."

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Ian Chambers, Co-founder App4Food

Protect the planet's future

At Epson, we understand the importance of supporting a greener planet for future generations.

Meet your environmental targets with up to 99% less waste from WorkForce Pro RIPS[i] (Replaceable Ink Pack System), use up to 96% less energy with WorkForce Pro printers[i] and double your print speed at half the power consumption with the WorkForce Enterprise series[ii]

Save electricity and CO_2 with Epson's WorkForce Pro models, which use up to 96% less energy than lasers and laser copiers[i]

Cut power consumption with eco-mode on your interactive display solutions and extend lamp or laser life

Reduce your carbon footprint using scanners with no warm-up time, and reduce power usage with built-in ReadyScan technology

See what you could save

Calculate the electricity and CO_2 savings a WorkForce Pro printer could achieve in your retail environment with our calculator

www.epson.eu/verticals/eco-savings

up to **92**%	**96**%	**94**%	**3.5x**	Green technology
less CO_2 than lasers[4]	less energy than lasers[3]	less waste than lasers[3]	faster than lasers[5]	No ozone gas

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No.1 SINCE 2001
EPSON WORLD LEADER[1] **IN PROJECTORS**

EPSON®