

Streamline your shelf-edge label production



HEINZ
EXTRA VIRGIN OLIVE OIL 500ml
€2.66 / 100ml
30% OFF
Save £1.14

PRIX RECOMMANDE
Crème Rôves
1,99 EUR

SPECJALNA
HEDSTRON
WIERTARKA ELEKTRYCZNA
PCP4501
ZAOSZCZĘDŹ 9,99 EUR

SPECIAL PRICE
HEDSTRON
€29.99

65,50€

HALBER
PREIS
1,99 €
GLUTENFREI
FRANKLIN SMOKEHOUSE
BBQ-SAUCE
150 ML
UVP 2,98 €
Angebot gültig bis: 31.7.2018

HALF PRICE
€0.59
CHOCOLATE
MOUSSE
WITH SALTED CARAMEL TOPPING 150g
UVP €1,49

HVILKEN SKRUL SKAL JEG
BRUGE?
KØB EN, FÅ
DEN NÆSTE
TIL HALV PRIS
SPAR € 2,49
SPÅNPLADE-
SKRUE TIL GULV-
BELEGNING 60 MM
UVP € 4,98

ΕΙΔΙΚΗ
ΤΙΜΗ
29,99€
HEDSTRON
DRAHTLOSTYPHÄHN
LEITZE PCP4501
ΕΙΣΦΟΡΗ € 9,99

Lobster 89,90€ per kg
69,90€

WHICH SCREW DO I USE?...
BUY ONE
GET SECOND
HALF PRICE
SAVE €2.49
CHIPBOARD
FLOORING
SCREWS 60MM
UVP €4.98

SPECIAL
PRICE
€29.99
HEDSTRON
PCP4501 POWER DRILL
SAVE €9.99

PRIX RECOMMANDE
1,99 EUR
SANS ANNONCIAC
Crème Rôves
US DE GINGE

Prawns
from Portugal 80,00€

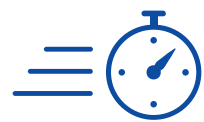
SPECJALNA
CENA:
29,99 EUR
HEDSTRON
WIERTARKA ELEKTRYCZNA
PCP4501
ZAOSZCZĘDŹ 9,99 EUR

HEINZ
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Quickly and conveniently control your label inventory

Benefit from greater control and flexibility of your shelf-edge label production with the ColorWorks C3500.

This flexible, affordable and high-quality colour label printer means you can move your shelf-edge label (SEL) production in-store. Whether creating labels with colourful logos, promotions or important product information, this dynamic label printer takes care of all your shelf-edge labelling requirements.



Flexible and efficient

Quickly and easily add colour to labels and print a range of sizes and styles



Cost effective

Benefit from low set-up costs and easy integration to minimise business downtime



Vivid colours on-demand

Control the label length and design, add icons, images and highlight important messages

ColorWorks vs alternative solutions

- ✓ **On-demand.** Print as and when you need to - no more keeping stock of pre-printed rolls
- ✓ **Cost effective.** Print on plain inkjet paper and avoid expensive pre-perforated sheets
- ✓ **Accurate colours.** Print accurate brand colours and avoid low-contrast, low-quality electronic displays
- ✓ **Low maintenance.** No manual cutting, slitting, stripping or fulfilling of labels printed on A4 printers
- ✓ **High-quality.** Create vibrant, full colour labels using DURABrite pigment inks
- ✓ **Easy integration.** As easy as setting up a home printer and fits within your existing IT infrastructure
- ✓ **Flexible.** No limitations on label length, colour, icons and images

Colour in retail

Adding high-quality colour to your shelf-edge labels can be a key tool in influencing consumer purchasing decisions by highlighting key products and eye-catching promotions.



56% of purchasing decisions are still expected to be made in-store by 2025¹



28% of shoppers wait until they are inside the store to decide which brand to buy¹



Adding colour and product imagery can help increase sales between 6 and 30%²

Avoid all the issues associated with centrally printing thousands of labels and enjoy the flexibility of printing locally, in-house and on-demand.



Create labels centrally



Email PDF to stores



Print locally



Display key product information



Highlight price changes



Create eye-catching Special offers



ColorWorks C3500 specifications

Technology	Printing method	Serial inkjet printer (MicroPiezo)
	Nozzle configuration	360 Nozzles per colour
	Colours	Magenta, Yellow, Cyan, Black
	Ink technology	DURABrite™ Ultra
Print	Printing speed	Max. 103mm / sec at 360 × 360 DPI (printing width 56mm)
	Printing resolution	Max. 720 × 360 DPI
	Printing width	Max. 104mm
Media	Formats	Roll (4in external diameter), Fanfold paper
	Width	Min 30mm, Max 112mm
	Type	Continuous label, Continuous paper, Die-cut label, Black mark paper, Black mark label
General	Interfaces	USB 2.0 Type B, Ethernet interface (100 Base-TX / 10 Base-T)
	Autocutter	Included
	Supply voltage	100 ~ 240 V, 50 ~ 60 Hz
	Power consumption	Standby: Appx. 3 W, Printing: Appx. 30 W
	Temperature / humidity	Storage: -20~60 °C (5~85 % RH), Printing: 10~35 °C (20~80 % RH)
	Product dimensions	310 × 283 × 261mm (Width × Depth × Height)
	Product weight	12kg
Software	Printer drivers	Windows and Linux

1 - A two-phase research project was conducted by FTI Consulting. Phase one consisted of qualitative telephone interviews with 17 global futurists and European experts from various sectors from 22nd September-19th October 2016 to gain insights and develop hypotheses on the future of the workplace and the changing roles of the workforce leading up to 2025. Phase two consisted of a quantitative online survey conducted by FTI Consulting's Strategy Consulting & Research team from 2nd-13th December 2016. Respondents included full-time employees across five major sectors (corporate, manufacturing, education, healthcare and retail) in workplaces across the United Kingdom, France, Germany, Italy and Spain in their local languages. A total of n=7,016 full-time employees completed the survey. The breakdown of the respondents who completed the survey in each country are as follows: United Kingdom (1,329), France (1,308), Germany (1,427), Italy (1,526), Spain (1,426). The breakdown of the respondents who completed the survey in each industry sector are as follows: corporate (2,051), manufacturing (1,519), education (1,090), healthcare (1,215), retail (1,139). The n=7,016 completes yields a 3% +/- margin of error with an industry standard 95% confidence interval. Please note that the standard convention for rounding has been applied and consequently some totals do not add up to 100%.

For further information on the research methodology or FTI Consulting's market research services, visit: Market.Research@fticonsulting.com

2 - <http://www.retail-manager.com/155-2/>

* Warranty offers are not available for all countries. Please contact your local Epson representative.

For further information please contact your local Epson office or visit www.epson.co.za

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