Streamline your shelf-edge label production

EPSON®

EXCEED YOUR VISION

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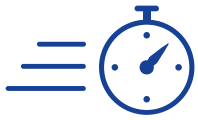
Flexible and efficient
Quickly and easily add colour to labels and print a range of sizes and styles

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-perfoated 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.

STORE 56%

28%

6-30%

56% of purchasing decisions are still expected to be made in-store by 2025[1]

28% of shoppers wait until they are inside the store to decide which brand to buy[1]

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

For further information please contact your local Epson office or visit www.epson-europe.com

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A5783_ColorWorks_C3500_Brochure_1EN-AE_08/17

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