

Epson TM-C710 Colour Coupon Printer

# MAKE A DIFFERENCE WITH COLOUR COUPON PRINTING



ENGINEERED  
FOR RETAIL



**EPSON**<sup>®</sup>  
EXCEED YOUR VISION



# BOOST YOUR REVENUE AND YOUR CUSTOMERS' LOYALTY

**Reach 100% of your customers with on-demand colour coupon printing.** The Epson TM-C710 Coupon Printer is a welcome addition to the retail market and a unique way to boost sales revenues with highly targeted, on-demand colour coupon printing. Research has identified colour as a proven way to increase coupon redemption and encourage customers to spend more in your stores.

On-demand printing at the point of purchase ensures that both your regular and occasional customers can be reached. This quick and easy way to tailor offers and rewards makes it a simple task to target consumers with bespoke and relevant offers.



Epson **TM-C710**

## Increase promotion efficiency

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Switching to colour helps differentiate coupons from receipts and increases coupon redemption rates, for better promotional campaigns

## Increase brand awareness

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Colour coupons help build positive brand awareness and to deliver a positive customer experience

## Increase sales

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Increase customer loyalty and consumer traffic with colour coupons, encouraging repeat business



## Leverage the power of on-demand colour coupon printing

Epson's TM-C710's high-quality colour printing easily differentiates coupons from receipts. By maximising promotion visibility, coupon redemption rates are increased, drives repeat business and develops customer loyalty. Printing on demand also allows you to tailor your special offers, promotions or messaging to each customer, for a fully personalised approach.

### Shift

Acquire new customers

### Lift

Increase the spending of existing customers

### Retain

Improve customer loyalty and repeat sales

### Upsell

Change customer spending to higher margin products

## Target market sectors

Grocery, DIY, perfume, sport, fashion, homeware and furnishings, hospitality and pharmacy.



# BETTER COUPONS BETTER BUSINESS

The amazing quality of coupons produced by the Epson TM-C710 makes it a powerful direct-marketing tool for communicating with consumers more effectively. Generate more in-store traffic and increase the potential for capturing new customers with:

- Special events
- Future promotional campaigns
- Loyalty programme benefits and VIP sales

## OVER 4,000\*

Average number of 20cm (8in) coupons printed per cartridge on the default setting (180x360dpi)



### High print quality in full-colour

Target customers more effectively with full-colour, high-quality personalised coupons.



### High-speed printing

Serve customers quickly with fast print speeds that can issue a 20cm (8in) coupon in 2 seconds.



### Colour coupons on-demand

Increase revenue with targeted promotions and offers.



### Economical

'Smart cartridge management' system ensures that every drop of ink is used up – meaning fewer cartridges to replace and a lower cost per coupon.



### Small footprint

Compact design for easy installation at the till point.



### Easy to use

Change ink and paper in seconds, reducing training time for operators.



### High capacity

High-capacity cartridges deliver high volume of printed coupons.

\* Based on Epson's internal test.

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