

EcoTank | TCO Calculator Methodology and Assumptions

The Total Cost of Ownership calculator ("TCO Calculator") indicates the total cost of ownership based on the initial purchase cost of hardware plus the on-going costs of ink or toner over a variable period. Please note that additional variable costs may influence the total cost of ownership, including but not limited to other consumables, servicing, power consumption and parts replacement.

The comparison models in the TCO Calculator include the top 20 best-selling A4 color laser printers and top 20 best-selling inkjet printers according to the IDC EMEA Hardcopy Tracker (Data Q1 2017 – Q4 2017). The average selling price of the printers and consumables in USD (\$) was obtained from the IDC EMEA Hardcopy Peripherals Tracker (Data Q1 2017 – Q4 2017) and IDC EMEA Consumables Tracker (Data H1 2017, H2 2017) and was calculated by dividing the revenue by the units. The Exchange rate (\$ / €) was obtained from the IDC EMEA Consumables Tracker (Data H1 2017, H2 2017). With regard to the Epson EcoTank and Epson consumables, included and for the sole purpose of this TCO Calculator, the Recommended Retail Price ("RRP") including VAT was used as published on Epson's website as updated on a regular basis.

The region included in the comparison for the purposes of the above IDC Trackers is the average of EU5.

VAT is included, but note that delivery charges are not included in the pricing calculations. Prices are subject to change due to market conditions.

Printing costs are based on use of the default settings being used on both the EcoTank printers and competitors' printers. This is consistent with the settings employed in ISO/IEC yield test for the relevant category.

The cost savings stated represent an estimation of the total cost savings for the specified print volume specified by the customer on the TCO Calculator and are based on the following calculation: [Average colour CPP x color print volume - minus bundled ink/ toner pages] plus [Average mono CPP x mono print volume - minus bundled ink/ toner pages] plus cost of hardware.

The cost per page was calculated from the consumable average selling price divided by the manufacturers' published yield officially disclosed in publicly available information. The cost per page is based on the print simulation of Test Patterns provided in ISO/IEC24712 for inkjet printers and ISO/IEC 19798 for colour laser printer.

The 'Market Average' is an overall average figure derived from the 20 comparison models used in the TCO Calculator. All manufacturers' specifications and performance data was collated from publicly available information including but not limited to manufacturers' own brochures and websites.

Epson and competitors' bundled toner and ink yields are taken from the manufacturers' published specifications. If the manufacturer does not publish the bundled yield then it is assumed to be the same yield as the standard capacity aftermarket cartridge.

For the purpose of fair comparison and accurate data reporting, the consumables yield data was taken from the highest yield consumables available at the time of publication which has been determined according to ISO standards. The comparison excludes combo packs, multipacks and photo black cartridges used in photo inkjet printers. This data is publicly available.

The TCO Calculator is designed as a guide only. Although Epson have used reasonable endeavors to ensure the accuracy of the data on this site, no representations or warranties are made as to accuracy or currency of the data. Potential customers should take steps to verify the accuracy of important data which materially affects their business and should not seek to rely on the figures provided here.

Usage of competitors' trademarked images or logos on this site is solely for the necessary purpose of fair comparison between the products. Any illustrations of competitors' products are purely for illustration purposes and are not intended to be accurate representations of current models.

The exchange rates (€ / £) are updated monthly on the 1st working day of each month based on the exchange rates publicly available at www.bloomberg.com/markets/currencies.