

# Seeing the Benefits of Color for Your Business

Color makes everything more appealing. Even in businesses. With thousands of messages vying for customers' attention daily, a vibrant color document helps your business stand out from the crowd.

The Epson WorkForce® Enterprise WF-C21000 and WorkForce Pro WF-C579R multi-function printers offer fast, efficient color printing to make your business communications pop on the page. Here's how:

## 1 Making the Right Impression

Business owners get one shot at making the right impression. Color helps make the most of that moment. A high-quality pamphlet or a memorable flyer on a local noticeboard can boost your audience perception.

Fast color printing means impressive documents that businesses can distribute far and wide. With practically no warm-up time — thanks to PrecisionCore Heat-Free Technology — the Epson WorkForce series can start printing right away.<sup>1</sup>



**80%**

increase in readership when using color documents.<sup>2</sup>

**44%**

boost in response rates when printing offers in color.<sup>2</sup>

**80%**

increase in brand recognition when using color materials.<sup>2</sup>

## 2 Captivating Your Audience

Getting someone's attention is hard. Keeping it is even harder. Color can help you communicate effectively at the right time to wow your clients and educate your employees.

Make your presentations and documents pop with high quality, high-speed color printing that boosts your business image. Epson Business InkJet printers use fast-drying DURABrite ink, engineered for high-volume printing. They deliver sharp text and bright colors for professional-quality results.<sup>3</sup>



**82%**

increase in attention and recall when using color documents.<sup>2</sup>

**78%**

improvement in learning and retention when reading color materials.<sup>2</sup>

**70%**

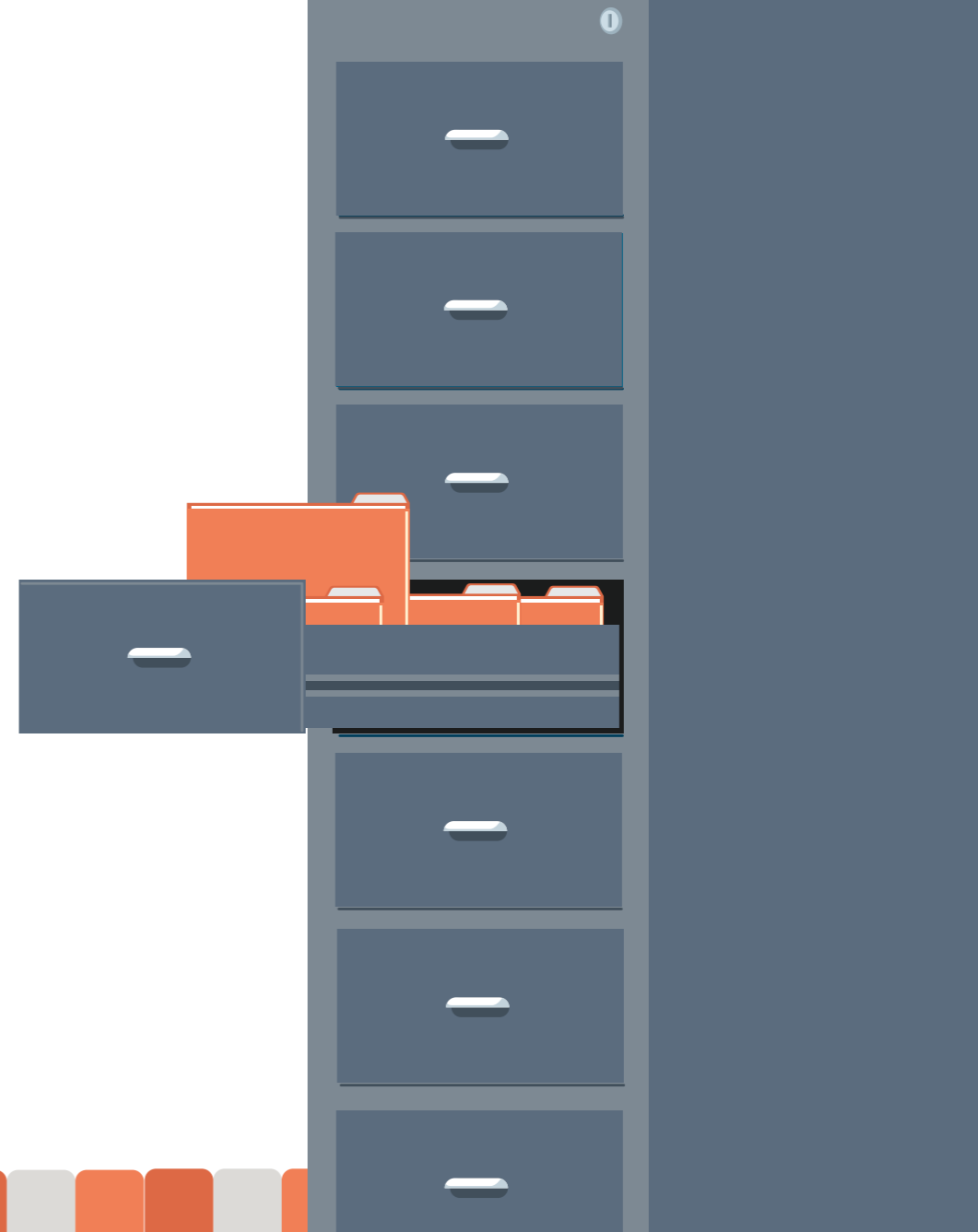
jump in comprehension when reading in color.<sup>2</sup>

## 3 Making Efficiency Easy

Attention to detail is important for all businesses. Color printing helps readers get the information right the first time, whether it's a medical note or a large commercial order. Color invoices can also prompt faster payments from clients.

Have color capability on hand at all times with Epson's replaceable high-capacity ink pack system — which delivers enough ink to print all the pages you need.<sup>4</sup>

Low-cost color multifunction printing maximizes productivity — and the Epson WF-C879R features the lowest total printing cost in its class.<sup>5</sup>



**80%**

quicker to find information when using color documents.<sup>6</sup>

**80%**

reduction in errors when using color documents.<sup>6</sup>

**30%**

increase in payment response when using color billing documents AND people are 2.5X more likely to pay the full amount with color documents.<sup>6</sup>



PRECISIONCORE  
HEAT-FREE



### Sources:

1. Compared to similarly featured color multifunction printers with speeds of 45 ppm or greater based on industry available data, December 2020. Actual print times will vary based on system configuration, software, and page complexity. For more information, visit [www.epson.com/printspeed](http://www.epson.com/printspeed)

2. [https://www.navigtor-usa.com/wp-content/uploads/2018/08/navigtor-stand\\_out\\_in\\_color.pdf](https://www.navigtor-usa.com/wp-content/uploads/2018/08/navigtor-stand_out_in_color.pdf)

3. This product uses only genuine Epson-brand ink Packs. Other brands of ink packs and ink supplies are not compatible and, even if described as compatible, may not function properly or at all.

4. Replacement ink pack yields are based on ISO/IEC 24711 test in Default Mode printing continuously. Ink pack yields vary considerably for reasons including images printed, print settings, temperature and humidity. Yields may be lower when printing infrequently or predominantly with one ink color. All ink colors are used for printing and printer maintenance, and all colors have to be installed for printing. For print quality, part of the ink from the included ink packs is used for printer startup and a variable amount of ink remains in the ink pack after the "replace ink pack" signal. For details, see [www.epson.com/inkinfo](http://www.epson.com/inkinfo)

5. Actual savings and costs will vary considerably based on print tasks, print volumes and usage conditions. Based on total costs of printing with the WF-C878R and WF-879R printers and highest-capacity replacement ink compared with the costs of printing equivalent ISO pages with the best-selling, similarly featured color laser and color inkjet multifunction printers with speeds of 35 pages per minute or less as of June 2019. Toner and ink costs based on manufacturer's highest-capacity yields and pricing; printer costs based on MSRP per industry-available data as of September 2019.

6. <https://www.office.xerox.com/latest/COLFS-02UA.PDF>

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