

# 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.

Epson® business 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 easy operation, high-capacity ink options, and fast print speeds, Epson business printers are designed to boost productivity.

80%

increase in readership when using color documents.<sup>1</sup>

44%

boost in response rates when printing offers in color.<sup>1</sup>

80%

increase in brand recognition when using color materials.<sup>1</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 printers use fast-drying DURABrite® ink, engineered for high-volume printing. They deliver sharp text and bright colors for professional-quality results.

82%

increase in attention and recall when using color documents.<sup>1</sup>

78%

improvement in learning and retention when reading color materials.<sup>1</sup>

70%

jump in comprehension when reading in color.<sup>1</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>2</sup>

A cutting-edge, high-performance color printer can make it easy to boost your business's day-to-day productivity.

80%

quicker to find information when using color documents.<sup>3</sup>

80%

reduction in errors when using color documents.<sup>3</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>3</sup>



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### Sources:

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

2. Replacement ink pack yields are estimated 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)

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

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