

May 23, 2014

Subject: Epson Printer Models Meeting BS5609 Certification

To whom it may concern,

It is recognized that proof of image durability is critical for many applications and internationally recognized BS5609 is the most commonly accepted benchmark. This is why Epson pursued and developed the first BS5609 certified inkjet solution using our proprietary DURABright® *Ultra* inks. With this certification, customers can use our Epson ColorWorks printers to produce labels that have been proven to hold up in demanding conditions.

The challenge is that we are not content bringing a single printer platform to market. Instead, we have a robust roadmap that results in us continuing to introduce new models that can print wider images, produce faster output, generate higher resolution or deliver other features. All of these printers use the Epson pigment based DURABright® *Ultra* ink that delivers such incredibly durable images. However, each new printer has its own model number and it takes substantial time for independent lab certification documents to be updated to include the latest models. Hence, the official documentation is almost always lagging the current product line up.

The critical factor to understand here is that the durability is determined by the ink and not the printer. In basic terms, the printer is nothing more than a fancy pump that delivers the ink to the media. It is the interaction between the ink and media that determines the durability, and therefore, the ability to meet BS5609 certification. In fact, the durability of DURABright® *Ultra* ink goes way beyond BS5609 providing durability against a wide array of extremely challenging chemicals, such as MEK, acetone, bleach, and hydraulic fluid. Since the entire line up of Epson ColorWorks printers use DURABright® *Ultra* ink, users should be confident of BS5609 durability.

Best regards,



Andy Scherz

Sr. Product Manager