

## PROFILE

**Name:** XBE, Inc.

**Location:** Louisville, KY

**Founded:** 1996

www.xbeinc.com

## CHALLENGE

Provide customers with high color image quality at prices that are affordable for smaller businesses and organizations, while improving speed and hassle-free use.

## SOLUTION

XBE, Inc. added Epson's WorkForce<sup>®</sup> Pro printers featuring Replaceable Ink Pack System technology to help customers take advantage of lower power usage and more reliable performance.

# They Just Work

## Office Products Dealer Finds Clients “Don’t Have to Mess With” Epson Workforce Printers With Replaceable Ink Pack System Technology

“When we first saw these Epson printers, we thought the appeal was their low operating cost,” recalls Jesse Work of Louisville-based office equipment dealer XBE, Inc. “But after we placed a few, we found out what’s really compelling to our clients. ‘We love these printers,’ people would say. ‘You don’t have to mess with them. They just work.’”

Epson’s WorkForce<sup>®</sup> Pro printers featuring Replaceable Ink Pack System technology are truly revolutionary, taking a totally different approach to printing than either laser or traditional inkjet machines.

“I have customers who have been using them for years,” says Steve Coats, XBE Sales Manager. “There’s no toner cartridge, ink cartridge, drum, fuser, nothing except a new printing technology, a paper feed and four high capacity ink packs that, depending on the model, can print up to 50,000 – 75,000 ISO pages<sup>1</sup>.”

The WorkForce printers use 70 percent less power than laser printers<sup>2</sup>. “It’s crazy,” says Coats. “It seems unbelievable until you understand how Epson is doing it.”

### Low Operating Cost

The most obvious innovation in the WorkForce commercial printers is the Replaceable Ink Pack System technology.



With a standard inkjet using high-capacity ink packs, users will need less replacements, depending on the printer. “People hate having to deal with that, and then when you get a bad one and have to send it back and order a replacement, that just adds to the pain,” he says.

“When we first looked at these printers, back in 2014, we were a little skeptical,” Work recalls. “But we were already selling the wide-format Seiko ColorPainter series, and we knew that Seiko Epson had ten times more patents on ink than the next closest company. They did seem to be the right people to invent this innovative ink delivery system.”

### Reliability

The cost is only the first part of the story. Image quality is an important consideration as well.

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— JESSE WORK, XBE, INC.

“I like the Epson better, because you don’t have the banding you see with solid colors on a laser,” Coats says. “It’s a perfect fit for someone printing text with a logo or charts and graphs.”

Yet Work says the two technologies each have their own look, given the very different processes they use, and some will prefer one or the other. “Yet everybody we show it to agrees that the Epson image quality is very high, appropriate for almost any application,” he explains.

The crucial difference is reliability. By using inkjet technology, Epson was able to simplify the printing process. “A laser printer has a lot of moving parts, including a positively-charged drum, a negatively-charged developer, a toner delivery system, and a high temperature fuser,” Coats explains. The high temperatures can cause electronic components to deteriorate and, because paper tends to curl when it’s heated, a lot of paper jams.

### Very Quick

Coats and Work both say that a major advantage of the Epson technology is its quickness, even when, in theory, a given model’s page-per-minute speed is not as fast as laser. The problem with laser is that it requires a long warm-up time before it can print, well over a minute if it’s in sleep mode, and perhaps ten seconds if it’s in stand-by. The Epson is ready to print immediately.

“Your first page will be finished before the laser warms up,” Work says. “In our office, the average document is only three to five pages long, and that’s going to finish faster on the Epson than on any laser printer.”



Coats says his average Epson customer is printing about 5,000 – 7,000 pages each month, but some are printing up to 20,000 pages. All are happy. One reason is a trend to more and more color printing in business, schools and other organizations. With the Epson, even a smaller church or school can afford color printing.

“I’ve been selling office printers and copiers for more than 20 years,” he adds. “I’ve sold all of the leading brands, and they’ve all been very much the same: high quality, but old technology. But these printers are different.”

“It’s exciting. We think Epson is going to completely change the industry.”

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<sup>1</sup> WorkForce Pro WF-R8590 WF-C869R WF-R5190 WF-5690 WF-R8590 replacement ink pack yields are based on testing with ISO/IEC 24712 patterns with Epson’s methodology in Default Mode, printing continuously. Yields may vary considerably for reasons that include 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. For print quality, part of the ink from the included cartridges or ink packs is used for printer start up and a variable amount of ink remains in the ink pack after the “replace ink pack” signal.

<sup>2</sup> Compared to best-selling color single and multifunction laser printers priced at \$1999 (USD) or less as of November 2014. Actual power savings will vary by product model and usage.

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