



EPSON AMERICA, INC.

3840 Kilroy Airport Way  
Long Beach, California 90806-2469  
Phone: 562.981.3840

P.O. Box 93012  
Long Beach, CA 90809-9941

**FOR IMMEDIATE RELEASE  
NRF SHOW BOOTH # 201**

**CONTACT:**

**Angela Diffly  
The Stephenz Group  
404.221.8895  
[adiffly@stephenz.com](mailto:adiffly@stephenz.com)**

**EPSON POS PRINTERS SET THE STANDARD IN ENERGY EFFICIENCY  
TM-T88IV and TM-H6000III Printers Use Significantly Less Energy than Competitive Models**

**New York, NY, January 11, 2010** –Today at the NRF Show, Epson, a leading supplier of value-added point-of-service (POS) solutions, announced that two of its leading POS printers, the TM-T88IV and the TM-H6000III, ranked highest in energy efficiency, consuming significantly less energy than same-class competitive models. The results derive from stringent, side-by-side tests among twelve competitive products performed by Seiko Epson Corporation in 2009\*.

**TM-T88IV Thermal Printer**

Epson's TM-T88IV single-station thermal printer with USB interface was tested against nine same-class competitive models, including three Star, two Citizen, two Bixolon, one IBM and one Ithaca. Testing results indicate that the Epson TM-T88IV uses between 53% and 84% fewer kilowatt hours as compared to the next best performing and worst performing models tested. Results also showed that the Epson TM-T88IV, introduced in 2005, uses significantly less energy than some of the same-class printers introduced in 2009. With over five million units installed worldwide, Epson's TM-T88-series is the best-selling thermal printer in the POS industry.

**TM-H6000III Multifunction Printer**

Epson's TM-H6000III multifunction printer with USB interface was tested against three same-class competitive models, including two NCR and one IBM. Testing results indicate that the Epson TM-H6000III uses between 39% and 48% fewer kilowatt hours as compared to the next best performing and worst performing models tested. Results also showed that the Epson TM-H6000III, introduced in 2006, uses significantly less energy than newer competitors. The TM-H6000III delivers high-speed receipt and slip printing, endorsement, two-color graphics and features industry-leading MICR accuracy of over 99.9%.

By opting for more energy efficient printers like Epson, retailers support green store initiatives by lowering energy usage and costs, while minimizing environmental impact. "When purchasing peripherals, retailers are looking for top quality and reliability, as well green products that can potentially lower operating costs

throughout the store,” said Mike Helm, Director of Sales and Marketing, Epson System Device Group. “Epson has a strong legacy of environmentally-conscious design and manufacturing, and we will continue to bring the most energy efficient products to the market.”

RIS News/IHL Consulting Group’s *Store Systems Study 2009: The Execution Imperative* found that 46% of retailers indicated their green initiatives are primarily tied to cost reductions; moreover, 26% have green initiatives in place and underway. According to Greg Buzek, Founder and President of IHL Group, “Retailers feel the need now more than ever to tie these initiatives back to real business value and cost reductions.”

### **About Epson**

Epson is one of the world's leading manufacturers of highly reliable point-of-service technology, including printers, precision printing mechanisms and digital image scanners. For the fourth year in a row (2006-2009), retailers have ranked Epson first in POS peripherals in the RIS News "Hardware LeaderBoard." Founded in 1975 and headquartered in Long Beach, CA, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. The Seiko Epson organization is proud of its ongoing contributions to the global environment and for the second year in a row is part of the Dow Jones Sustainability World Index, an indicator for leading companies in economic, environmental and social criteria. For more information, please visit [pos.epson.com](http://pos.epson.com).

####

\*For additional test information, please go to [pos.epson.com/energytest](http://pos.epson.com/energytest). Customer results will vary based on conditions that include percentage of time printers are in print, standby or power-off mode and type of communication interface used. Epson advises customers to test their POS systems to determine potential energy savings with the use of Epson POS printers.

Epson is a registered trademark of Seiko Epson Corporation. All other trademarks and/or registered trademarks are property of their respective owners.