**Epson holds number one position for large format signage printer amongst ASEAN countries in Q3 of 2016 to Q1 of 2017**

***Epson’s flagship digital textile printer is number one large format printer for dye-sublimation inks in Vietnam***



**Malaysia, July 6, 2017** – Epson, a leader in professional printing, has achieved the number one position in the graphics market for large format signage printers amongst ASEAN countries in the 3rd quarter period of 2016 to 1st quarter period of 2017[[1]](#footnote-1). The most recent findings from IDC reveal that Epson has taken the top spot in this segment with a market share of 19.9%. The achievement demonstrates the company’s market leadership in the region and its pioneering innovation in large format graphics printing.

Epson professional printers combine high volume and high speed production printing with quality print output along with affordability, which has helped its growth in the region. The company has continued to lead in the commercial and industrial printer markets for photo graphics, signage, textile and label printing amongst printing providers, retail stores and the like, expanding in the Southeast Asia region.

At the core of Epson’s professional printers is its PrecisionCore printhead technology consisting of the Thin-Film Piezo print chip built using precision MEMS manufacturing technology for high performance printing. Using no heat, the PrecisionCore print chips enable the development of superior Epson ink formulations that can print across a variety of media ranging from posters and signage banners and other creative installations. Multi-size dot control delivers precision printing for high-volume and high-speed printing applications.

Alongside this achievement, Epson has continued to expand its digital textile printing business in the region, with its flagship digital textile printer model, the SureColor SC-F9270 emerging as the number one large format printer in the graphics market in Vietnam for dye-sublimation inks in 2016[[2]](#footnote-2).

There continues to be growing demand for large format printing globally. According to IDC, large format printer (LFP) shipments and revenue grew by more than 4% year over year in 2016[[3]](#footnote-3). And in the digital textile printing industry, Smithers Pira forecasts 17.5% annual growth for digital textile print, with a revenue growth forecast at an annual average of 12.3% for 2016 to 2021.

“The signage, textiles and label industries are high growth markets, and we aim to continue to drive growth in the region. Especially in the textiles industry, we aim to accelerate the industry shift to digital to support the demand for short-run print jobs. We will continue to leverage our strengths in our core technologies to introduce new innovations that will help our customers to strengthen their business and lower their overall total cost of production,” said Shuji Hamaguchi, Regional General Manager (SE Asia), Professional Printing Division, Epson Singapore.

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**About Epson**

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, smart glasses, sensing systems and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 73,000 employees in 91 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts.

<http://global.epson.com/>

**About Epson Southeast Asia**

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters Epson Singapore, Epson’s business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities. <http://www.epson.com.sg>

**About Epson Malaysia**

Epson Malaysia Sdn Bhd was established in Malaysia in 1991 as Epson Trading (M) Sdn Bhd, a sales company of the Seiko Epson Corporation, Japan. The company has exclusive rights to market, distribute and support a complete range of leading-edge Epson consumer and business digital imaging products in Malaysia and Brunei. Today, Epson Malaysia has 84 employees and an extensive network of 59 authorised service outlets nationwide. For more info, please visit [www.epson.com.my](http://www.epson.com.my/) or connect with us at [www.facebook.com.my/EpsonMalaysia](http://www.facebook.com.my/EpsonMalaysia)

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|  IDC Asia/Pacific Quarterly Large Format Printer Tracker, Q1 2017 – For solvent, eco-solvent and latex ink types. Findings refer to large format printers size “45” & above”. |

 [↑](#footnote-ref-1)
2. IDC Asia/Pacific Quarterly Large Format Printer Tracker, Q1 2017 – For dye-sublimation ink types for period Q1 2016 to Q4 2016. [↑](#footnote-ref-2)
3. Worldwide Quarterly Large Format Printer Tracker http://www.idc.com/getdoc.jsp?containerId=prUS42334917&pageType=PRINTFRIENDLY [↑](#footnote-ref-3)