

## Epson PH showcased innovative tech in Print and Label 2018



**Cebu City, Philippines—July 9, 2018—** [Epson](#) recently showcased its array of innovative solutions as it joined the Print and Label 2018, the largest printing exhibit of the year, held at the Waterfront Hotel in Lahug City, Cebu.

Organized by Global-Link MP, the Print and Label 2018 event is under the banner of PackPrintPlas Cebu. It is the only event series in the country that gathers interrelated industries of printing, packaging, and plastics, serving as a venue for industry leaders to showcase and introduce their most advanced technologies and services to the current market.

During the event, Epson showed its advanced solutions, from its range of POS receipt, label, and inkjet printers to its latest projectors. Aside from the exhibit, industry professionals and visitors also enjoyed live demos on how Epson products can be utilized to support better customer engagement, more efficient cost management, as well as increased sales.

“Today’s customers demand more meaningful engagements as they interact with brands, products, and services. The Epson products and solutions we presented for this year are dedicated to help businesses in tapping the current market, as well as to work as their tools to stay ahead of the competition,” said Eduardo Bonoan, Director of Marketing Division, Epson Philippines.

Bonoan also noted that “all of [Epson’s technologies](#) are also developed and driven with a focus on details and precision, which allowed us to innovate technologies needed by the today’s businesses in various industry segments.”



“We believe that this event enables our key partners to conduct meetings, negotiate sales opportunities, and move projects to another level. This kind of opportunity stands truly unmatched,” said Global-Link CEO Patrick Lawrence Tan.

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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, watches 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 76,000 employees in 87 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 Singapore**

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South 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 Philippines**

Epson’s corporate presence in the Philippines commenced in 1998. It grew rapidly into a billion-peso company in a span of a few years from its establishment due to its client-oriented approach in its business management style by its dedicated and innovative staff members and officers. Epson Philippines has an extensive network of 77 Authorized Service Centers nationwide with more than 200 dealers and more than 800 shops across the Country. For more details, please visit our website: [www.epson.com.ph](http://www.epson.com.ph) or our Facebook page:

<http://www.facebook.com/EpsonPhilippines>

*For product inquiries and technical support, please contact Epson Customer Care at: Metro Manila: (02) 441-9030; Toll Free: 1-800-1069-37766 (PLDT), 1-800-3-0037766 (DIGITEL) or visit the Epson Customer Care website: <http://customercare.epson.com.ph>*

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