

## **EPSON PHILIPPINES CELEBRATES 20 YEARS OF LEADING THE SHOW**

**Taguig City, Philippines, September 25, 2018**—Epson Philippines Corporation (EPC) celebrated today its 20th year anniversary at the Grand Ballroom of the Grand Hyatt Hotel in BGC, Taguig City. On its 20<sup>th</sup> anniversary celebration, Epson Philippines expressed its commitment to strengthen its presence in the business and office segments in the country. Eduardo Bonoan, marketing director for Epson Philippines, shares that customers can only expect greater things from the brand for 2018.

“We boldly predict a strong 19 percent growth by the end of the fiscal year 2018 and, we are confident in achieving this because of the continued support of our partners,” added Bonoan. “We aim to enable more partners from even bigger segments by bringing the right products and solutions to the right market.”

20 years on, Epson continues to dominate in the highly competitive inkjet printer and projector industry. In the first half of 2018, Epson’s inkjet printers posted a market share of 55%, as reflected in the latest Hardcopy Peripherals Report of marketing intelligence firm International Data Corporation (IDC). On the projector business, the latest FutureSource Projector Report showed that Epson continued to lead with a 55% market share in the 2<sup>nd</sup> quarter of 2018.

To sustain this growth, Epson Philippines continues to launch inspired innovations for customers, starting with the branding of its flagship L-series printers to Epson EcoTank printers. The EcoTank brand successfully aligns Epson Philippines with the rest of the Epson markets around the world, and carries the brand’s same inkjet legacy of offering quality printouts with more value for money in a refillable tank printer. Along with the branding of its L-series inkjet printers, Epson Philippines also introduced its new high-speed T-series large-format printers available as desktop or floor-standing models, marking Epson’s entry into the low-to-mid range CAD plotter market.

As the company marks another milestone, Epson Philippines dedicated its celebration, dubbed as *20 years Leading the Show*, to express its gratitude to customers, trade partners, employees, and stakeholders for their continued support over the past two decades.

Among the highlights of the celebration was the recognition of Epson’s extensive partner network which includes its sales and service partners, as well as business support service providers who have worked with Epson for 20 years. Epson employees, who have been in service for five, 10, 15, and 20 years, were also given awards and recognition during the event.

“We started as a modest Representative Office here in the country, which eventually grew into a full-fledged marketing and sales arm known as Epson Philippines Corporation in 1998,” said Toshimitsu Tanaka, Managing Director (SE Asia), Epson Singapore and President & Country Manager, Epson Philippines. “From then on, we have grown, rapidly, due to the hard work and creativity of our dedicated employees, as well as the strong support of our trade partners and colleagues, who have journeyed with us through the years.”

Since its inception, EPC has introduced various products, services, and solutions to the Philippine market. With its obsession to detail and ability to create new products and technologies from the ground up, it has become a trusted company that offers the latest cutting-edge printers and projectors for various market segments.

The company has also expanded its presence nationwide, especially with the opening of its solutions offices in Cebu and Davao. It also has an extensive network of 137 Authorized Service Centers, 465 dealers and 875 stores across the country.

“The story of Epson Philippines is a testament to how a humble beginning can reach great heights, through the hard work and creativity of our dedicated employees, and the strong support of our partners and colleagues,” said Tanaka. “We hope to achieve bigger milestones in the coming years as we press on in bringing innovations that can make a difference to our customers' lives.”

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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>.*

### **Media Enquiries:**

<b>Media Contacts</b>	
<i>For Epson Philippines:</i> Camille S. Intal PR Specialist Email: <a href="mailto:camillei@epc.epson.com.ph">camillei@epc.epson.com.ph</a>	<i>For PRC, Inc.:</i> Alvin Marayan Media Relations Director Email: <a href="mailto:alvin.marayan@teamprcinc.com.ph">alvin.marayan@teamprcinc.com.ph</a>