The Office Printing Market
Today… and Tomorrow

Office Printing: A Market in Transition

Market Summary
- Industry consolidation between the printer and copier industries has created an ultra competitive environment
- While the enterprise hardware market is peaking with limited new printer placements, the small and medium business (SMB) market is a prime target for growth with new placements for color printers

Category Summary
- As the office printing market has matured, advancements in ink and laser printing, workflow solutions and business models have continued
- Inkjet technology has evolved and will cause some market disruption by offering affordable color printing for SMBs and small workgroups

Product Consolidation
- Letter/Legal (A4) and Tabloid (A3) copiers and printers are converging with Managed Print Services (MPS)
- Inkjets and lasers are increasingly co-existing in the office, with solutions differentiated by various software

Business Model Evolution
- Vendors and resellers are marketing to SMB with many options to purchase printers, including leasing, click-charge and MPS solutions
- With new printer acquisition contract options, IT and business managers jointly affect the product purchase decision
How **Inkjet Technology** Will Disrupt the Laser Printer Market.

### Costs
- Inkjet printers have lower costs for supplies, printing and service than comparable laser printers

### Imaging
- In an inkjet printer, paper (media) does not touch the ink delivery system (print mechanism)
- Inkjet printers support a broader range of paper types

### Serviceability
- Inkjet printers are less complex, with fewer break points and serviceable parts
- Inkjet printers are reliable and designed for business applications

### Sustainability
- Inkjet printers offer lower energy consumption because they don’t need heat to melt toner at high print speeds
- Inkjet printers produce less waste than comparable laser printers because there are fewer imaging components to replace

### Timeline
- **2008**
  - Epson introduces the IB-300 and B-500 business inkjets
  - Xerox introduces the C9200 Series, A3-size solid-ink-based MFPs

- **2010**
  - Memjet announces new partners and products
  - HP targets low-end lasers with the Officejet Pro 8600

- **2012**
  - Brother debuts its 100 ppm HL-S7000DN mono inkjet printer

- **2014**
  - Epson introduces the WorkForce® Pro 8000 Series and its Replaceable Ink Pack System

- **2016**
  - Epson introduces the WorkForce Enterprise WF-C20590
  - HP introduces its HP OfficeJet Enterprise color machines

Source: IDC, 2017*
Inkjet Technology is Gaining vs. Laser in All Markets

**Inkjet:** Penetration by Market Segment

**Inkjet Wins Once Established in a Market***
- Inkjet is the market standard in consumer and wide-format shipments
- Inkjet is doubling in production print volume — from 25% to 36% by 2021

---

Inkjet already dominates the consumer and wide-format segments. It’s also trending up in both the production and office segments.
Conclusion: Why Inkjet, Why Now?

Inkjet Will Win in the Office

- Inkjet is already 48% of office printer shipments, including Small Office
- By 2021, Inkjet will grow to over 60% of office shipments, with the growth coming from workgroups and SMB

Market Forces Create the Perfect Environment for Office Inkjets

- Disruptive technology
- Solutions-enabled
- Disruptive business models
- Affordable, everyday color printing

Need more information on how Epson can help you get the most out of business inkjet printing solutions? Call 1-866-374-5822, or visit Epson.com/WorkforcePrinters.