# Epson launches new dye-sublimation printer for the first time in Pakistan



For the first time, Epson is showcasing its dye-sublimation digital textile printer, the SureColor SC-F6330 at DPS World 2019 in Lahore, Pakistan, delivering a Total Epson Solution that offers the highest quality output and efficiency in cost of ownership.

Epson continues to dominate with the number one market share at 89% for dye-sublimation digital textile printers for 44-inch category for the region . The company believes its dye-sublimation printers will expand rapidly in Pakistan.

"We believe our dye-sublimation solution will expand quickly in Pakistan, seen in the potential of the market. We have seen the success that our digital textile solutions have garnered in Southeast Asia and we are confident of our success here. With this launch, we aim to grow our reach and maintain our number one market share position in Southeast Asia and in the Indo China region," said James Lim, Regional Head of Commercial & Industrial Printers, Epson Singapore.

Developed for textile producers, printing studios and merchandise businesses, the SC-F6330 aims to reduce users' total cost of ownership with its improved user productivity, easy user maintenance and uninterrupted printing for reduced downtime. Its complementary suite of bundled software enables users to better manage their printing efficiency.

Driven by its PrecisionCore Thin Film Piezo printheads, the printer delivers high-speed, roll-to-roll productivity with superior precision dot control ensuring colour, clarity and sharpness, at speeds of 63.4sqm per hour.

The SC-F6330 comes with new bundled software including Epson Edge Print RIP Software, Epson Edge Dashboard Support (EMX profiles), and Epson's LFP Accounting Tool to help businesses run efficiently and analyse running costs.

Designed for on-demand to large production printing volume, the new SC-F6330 comes with larger ink pouches than its predecessor, the SC-F6270 and can take on a higher volume of printing without interruption.

A complete and proven dye-sublimation printer solution, the SureColor F-Series is compatible with Epson's line of dye-sublimation transfer papers and designed to work exclusively with Epson UltraChrome DS Ink to ensure optimized output quality at industrial-level production.◆