

Epson Launches New Epson Advantage Partner Program

Comprehensive Channel Program Delivers Best-in-Class Benefits and Opportunities for Increased Profitability Across Specialized Categories

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Epson America, Inc., a leading provider of digital imaging solutions, today announced its new Epson Advantage Partner Program, designed to provide channel partners with cost-effective technology solutions coupled with specialized resources to help increase sales and maximize profits. The Epson Advantage Partner Program is comprised of six specialized categories by market focus, and provides Epson with the flexibility to offer channel partners customizable solutions based on a customer's individual needs.

"Epson America has always been a channel-centric company, prioritizing the relationships we create with partners across the business markets we service," said Tom Versfelt, vice president, Channel and Commercial Sales, Epson America. "The Epson Advantage Partner Program builds on the personal and individual approach we've taken with partners, and expands into a comprehensive, streamlined program that provides a range of benefits and opportunities for financial growth."

The Epson Advantage Partner Program consists of six categories specializing in the various business markets that Epson serves. The program has three tiers of silver, gold and platinum levels; partner participation level is determined by a comprehensive set of criteria, including product focus, expertise, level of sales, and support offerings. The six partner program categories are:

- **EnvisionSM Point-of-Service Solutions** – receipt printers, check scanners, POS label printers, intelligent printers, mobile printers
- **ImageWaySM Visual Solutions** – projectors, displays, augmented reality
- **BusinessFirstSM Print Solutions** – enterprise printers, business printers, ink supplies
- **CaptureProSM Image Solutions** – document scanners, photo scanners
- **ProFocus Industrial Print Solutions** – professional graphics, large-format printers, color label printers
- **National Solution Providers** – various product categories

Epson values its channel partners, and strives to provide them with products and tools to grow their relationships with current customers, and expand into new markets. Epson stands behind its partners to help them succeed, offering resources such as channel marketing programs, and training and support from a brand they can trust.

For more information about the Epson Advantage Partner Program, please visit <https://epson.com/epson-partners-program>.

About Epson

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, com-

pact 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 72,000 employees in 88 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.

Epson America, Inc., based in Long Beach, Calif., is Epson's regional headquarters for the U.S., Canada, and Latin America. To learn more about Epson, please visit: epson.com. You may also connect with Epson America on Facebook (facebook.com/Epson), Twitter (twitter.com/EpsonAmerica), YouTube (youtube.com/EpsonAmerica), and Instagram (instagram.com/EpsonAmerica).

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