



Epson Stylus® Pro GS6000

versus HP DesignJet L25500 60-Inch

EPSON PROFESSIONAL IMAGING DIVISION

VERSION 1.3A

EPSON



Customer Testimonials

EPSON STYLUS PRO GS6000

**“The Epson Stylus Pro GS6000 is a game changer.
It’s going to change vehicle graphics as we know it.”**

PETER SALAVERRY | CEO OF SKINZWRAPS

**“I’ve been a fine art printer and publisher for 25 years and this printer
will change the face of canvas art reproduction the same way
serigraphs did with Andy Warhol, Lichtenstein, and Stella.”**

ALBERT MARCO | CEO AND FOUNDER MFA TALON GRAPHICS

**“The Epson Stylus Pro GS6000 provides solutions for jobs that require high image
quality and durability at commercial print speeds. Small point text and vignettes are
so sharp and smooth – it’s never an issue regardless of viewing distance.”**

TIM BENNETT | PRESIDENT OF IMAGE OPTIONS

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**This competitive comparison was produced by Epson America, Inc.
Epson recommends visiting a reseller nearest you to research and verify
for yourself any claims made within this document.**

THE EPSON PROFESSIONAL IMAGING TEAM

WWW.PROIMAGING.EPSON.COM

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Why Buy Epson?

EPSON STYLUS PRO GS6000 vs. HP DESIGNJET L25500

- **Epson Uses up to 7 Times Less Electricity**
- **Less Impact on the Environment**
- **Superior Media Compatibility**
- **Faster with Superior Image Quality**
- **Competitive Ink Cost**
- **Easier Maintenance**
- **Produces True Photographic Output for New Market Opportunities**
- **Wider Color Gamut**
- **Produces Virtually No External Heat**
- **The Best Selling 64" Roll-to-Roll Printer on the Market!**



Epson Uses up to 7 Times Less Electricity

EPSON STYLUS PRO GS6000 VS. HP DESIGNJET L25500

Printer Model	Input Voltage	kW per Hour	Hours per Day	Day per Year	Cost per Month	Cost per Year
Epson Stylus Pro GS6000 - 64"	110v x 3 Cords	0.69	5	250	\$10.78	\$129.38
HP Designjet L25500 - 60"	220v x 2 Cords	4.8	5	250	\$75.00	\$900.00

*KW PER HOUR IS THE MAXIMUM POWER USED DURING PRINTING, BASED UPON THE PUBLISHED SPECIFICATIONS OF EPSON AND HP. HP ELECTRICAL CONSUMPTION DOES NOT INCLUDE THE COST TO INSTALL TWO 220V OUTLETS WITHIN YOUR PRINT SHOP OR THE EXTRA COST FOR ADDITIONAL COOLING DEVICES TO REMOVING THE EXCESS ROOM HEAT CREATED BY THE PRINTER, IF NEEDED.

Epson Uses up to 7 Times Less Electricity than HP

COST-PER-KW BASED UPON EIA REPORT OF \$0.15 PER KW AS OF 10.15.2009 FOR CALIFORNIA STATE

VISIT WWW.EIA.DOE.GOV FOR THE LATEST COST-PER-KW IN YOUR STATE

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Epson Has Less Impact on the Environment

EPSON STYLUS PRO GS6000 VS. HP DESIGNJET L25500

- Unlike traditional Eco Solvent inks, Epson UltraChrome GS Ink technology has similar environmental characteristics as HP Latex ink technology
- And when you factor in the extreme electrical requirements for the HP, Epson produces less impact on the environment when printing

	Epson UltraChrome GS	HP Latex	Mutoh, Mimaki, & Roland
Base Ink Technology	Solvent	Latex Polymer	Soft Solvent
Number of Colors	8	6	6
Volatile Organic Compound (VOC) Level	Very Low	Very Low	Low
Hazard Warning Labels Required?	No	No	Yes
Special Handling Required?	No	No	Yes
Nickel (Ni) Present?	No	No	Yes
External Dryer Required?	No	No	Maybe
External Air Purifier Required?	No	No	Maybe
Media Compatibility	Very High	Low	Very High

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Epson Has Superior Media Compatibility

EPSON STYLUS PRO GS6000 VS. HP DESIGNJET L25500

➤ Solvent-based ink chemistry is compatible with a wider range of media

- Thousands of media types and brands from vinyls to soft signage, have been developed specifically for solvent-based ink technologies
- Regardless of application, you'll be able to find the correct media for your customer
- Due to the extreme choices in solvent-based media, you can better control your costs

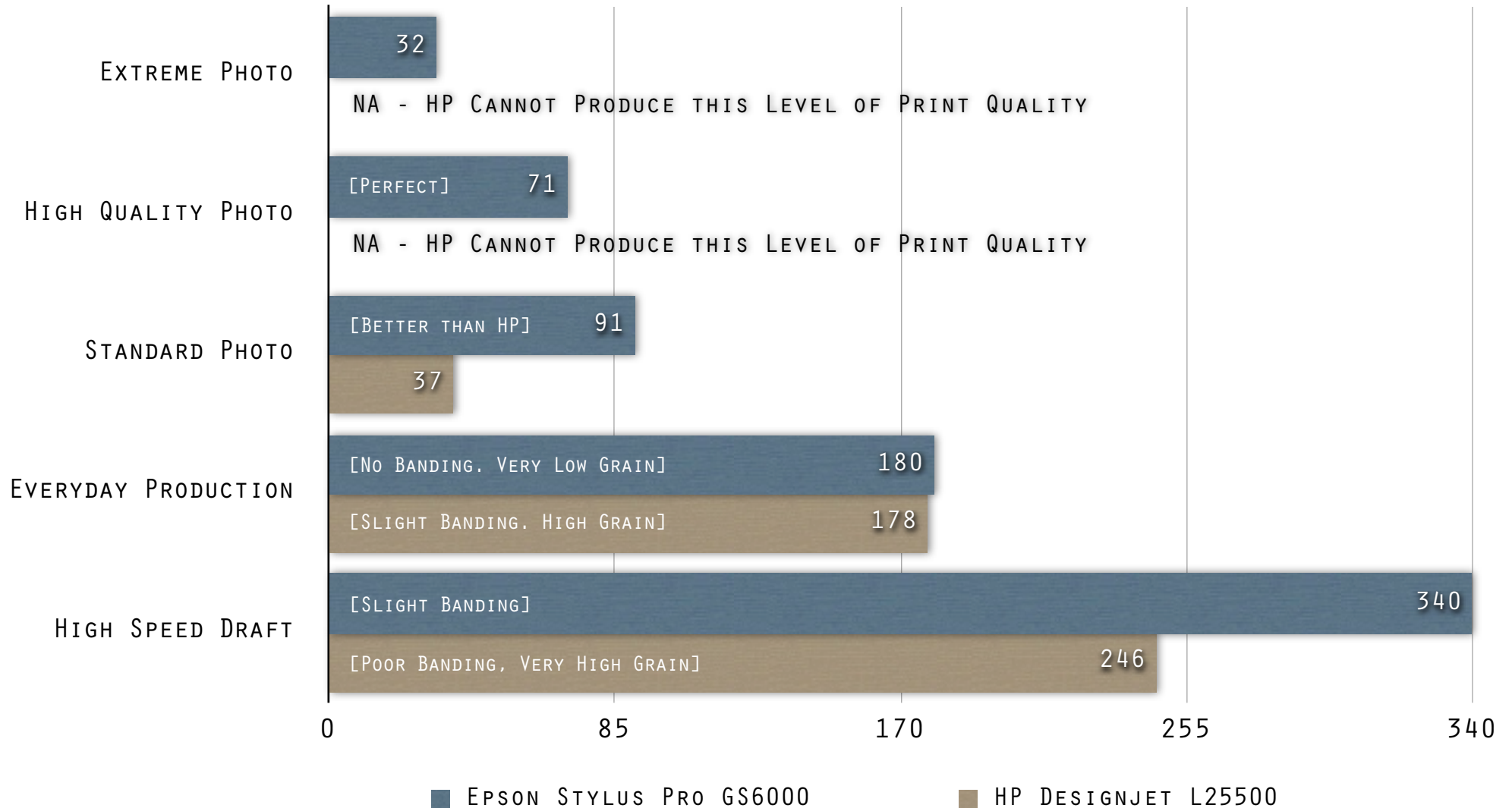
➤ HP Latex ink chemistry has limited media compatibility

- Due to the process of how HP dries down the Latex ink technology, the steps required for you to add a new media type are very complex and time consuming
- Overall, you may find the process too complex. Forcing you to stick with the limited media offered by HP or one of HP's partners
- The end result? Limited media choices and increased costs versus your solvent-based competitor

Epson is Faster with Superior Print Quality

EPSON STYLUS PRO GS6000 vs. HP DESIGNJET L25500

SQUARE-FOOT-PER-HOUR | LONGER BARS ARE BETTER



*PRINT SPEEDS ARE BASED UPON PUBLISHED SPECIFICATIONS FROM EPSON AND HP

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Simple MSRP Pricing Comparison - Ink Cost

EPSON STYLUS PRO GS6000 VS. HP DESIGNJET L25500

Simple Cost-per-ML for Ink	Number of Colors	Cartridge Size (ml)	Cartridge MSRP	Cost-per-ML
Epson Stylus Pro GS6000 - 64"	8	950	\$240.00	~\$0.25
HP Designjet L25500 - 60"	6	775	\$146.00	~\$0.19

Simple Cost-per-ML for Print Head	Number of Print Heads	Print Head MSRP	Replace Every (ml)	Cost-per-ML
Epson Stylus Pro GS6000 - 64"	1	Not Required	Not Required	\$0.00
HP Designjet L25500 - 60"	3	\$110.00	3,000	~\$0.11

Simple Cost-per-ML Estimate	
Epson Stylus Pro GS6000 - 64"	~\$0.25
HP Designjet L25500 - 60"	~\$0.30

*THIS SIMPLE INK COST ESTIMATION DOES NOT INCLUDE OTHER COMPONENTS OF RUNNING COST, INCLUDING THE COST OF MEDIA, ELECTRICITY, PRINTER MAINTENANCE, ETC.

THE HP SIMPLE COST-PER-ML DOES NOT CONTAIN THE EXTRA COST REQUIRED TO REPLACE THE PRINT HEAD CLEANING CARTRIDGE OR CONTAINER.





Epson is Easier to Maintain

EPSON STYLUS PRO GS6000 VS. HP DESIGNJET L25500

➤ Epson User Performed Preventative Maintenance System

- Easy-to-perform end-user printer maintenance system includes cleaning the print head wiper, print head nozzles, and pressure roller
- One-year of maintenance supplies are included with every printer
- Extremely low maintenance required by operator – estimated at about 30 minutes per month
- Customer simply replaces ink cartridges and empties the waste tank as needed

➤ HP Requires Complete Print Head Replacements at About 3,000 ml of Use

- Depending upon your print production, you may be required to replace all your HP print heads up to twice per month
- When you include the special cleaning cartridges and print head replacements required, including the downtime to maintain everything, the Epson Stylus Pro GS6000 is easier to maintain

*THE HP PRINT HEAD IS DESIGNED TO BE REPLACED PERIODICALLY. EPSON RESEARCH INDICATES USERS SHOULD EXPECT TO REPLACE A PRINT HEAD AFTER ABOUT 3,000 ML OF USE. HP CURRENTLY HAS NOT PUBLISHED ANY ESTIMATED NUMBER.



Epson Produces True Photographic Output

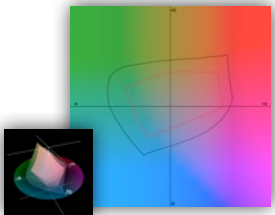
EPSON STYLUS PRO GS6000 VS. HP DESIGNJET L25500

➤ Due to the extreme image quality produced by Epson, you'll open up new markets for true growth opportunities

- The same printer that produced your traditional outdoor signage on low-cost vinyl, can also produce extreme vehicle graphics and even high-end fine art reproduction
- Some of the world's best fine art reproduction shops use Epson to produce all their output
- Photographically, the Epson rivals traditional aqueous-based printers!

➤ HP Latex printers cannot produce true photographic prints

- The HP does a good job producing the standard indoor and outdoor graphics, but is not competitive in producing vehicle graphics or other high-end output such as fine art
- The Result? The HP is only for producing the standard indoor and outdoor signage without any ability to improve your overall product offerings from the equipment you probably already own



Color Gamut Comparisons

EPSON ULTRACHROME GS
VERSUS HP DESIGNJET L25500

PRINTED ON HIGH-GLOSS ADHESIVE VINYL

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Epson Has a Wider Color Gamut

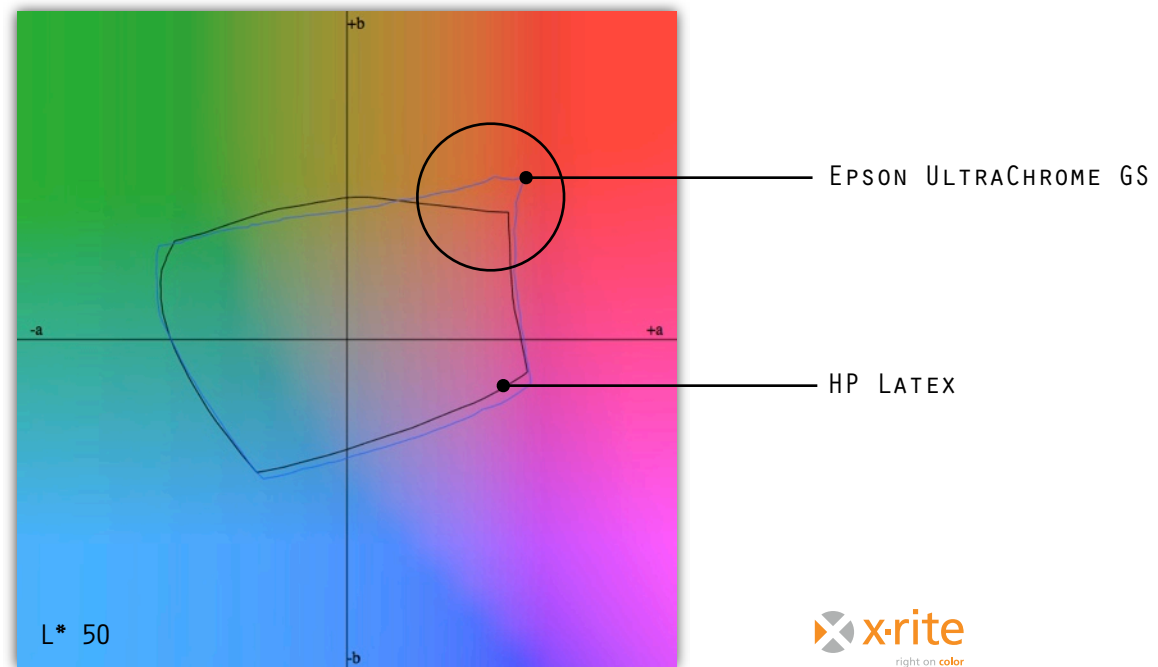
EPSON STYLUS PRO GS6000 VS. HP DESIGNJET L25500

➤ Overall, the Epson UltraChrome GS ink color volume is ~6% wider than HP Latex

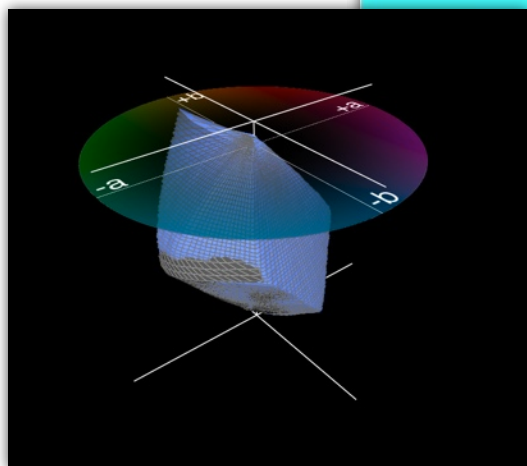
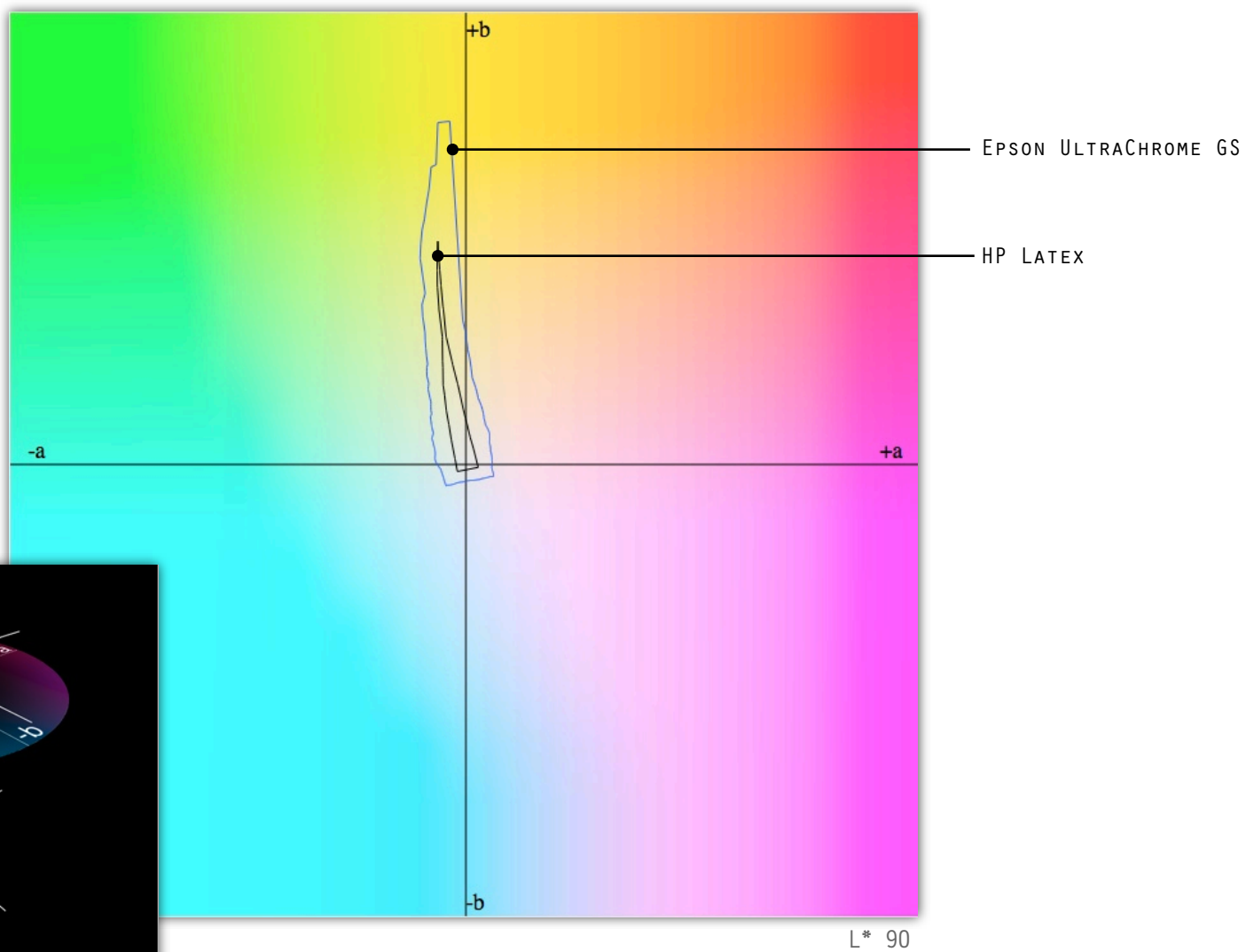
- This is mainly due to Epson's additional Orange and Green inks

➤ HP Latex printers produce weaker reds than Epson

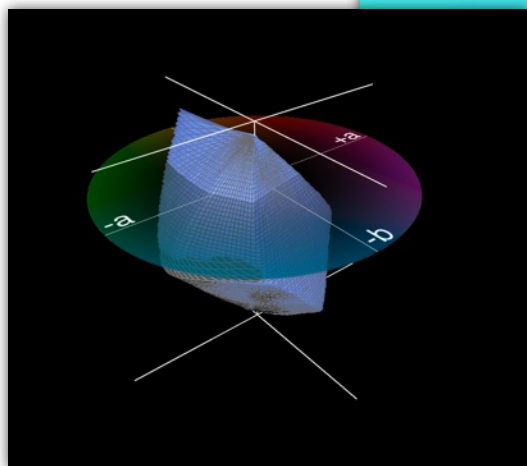
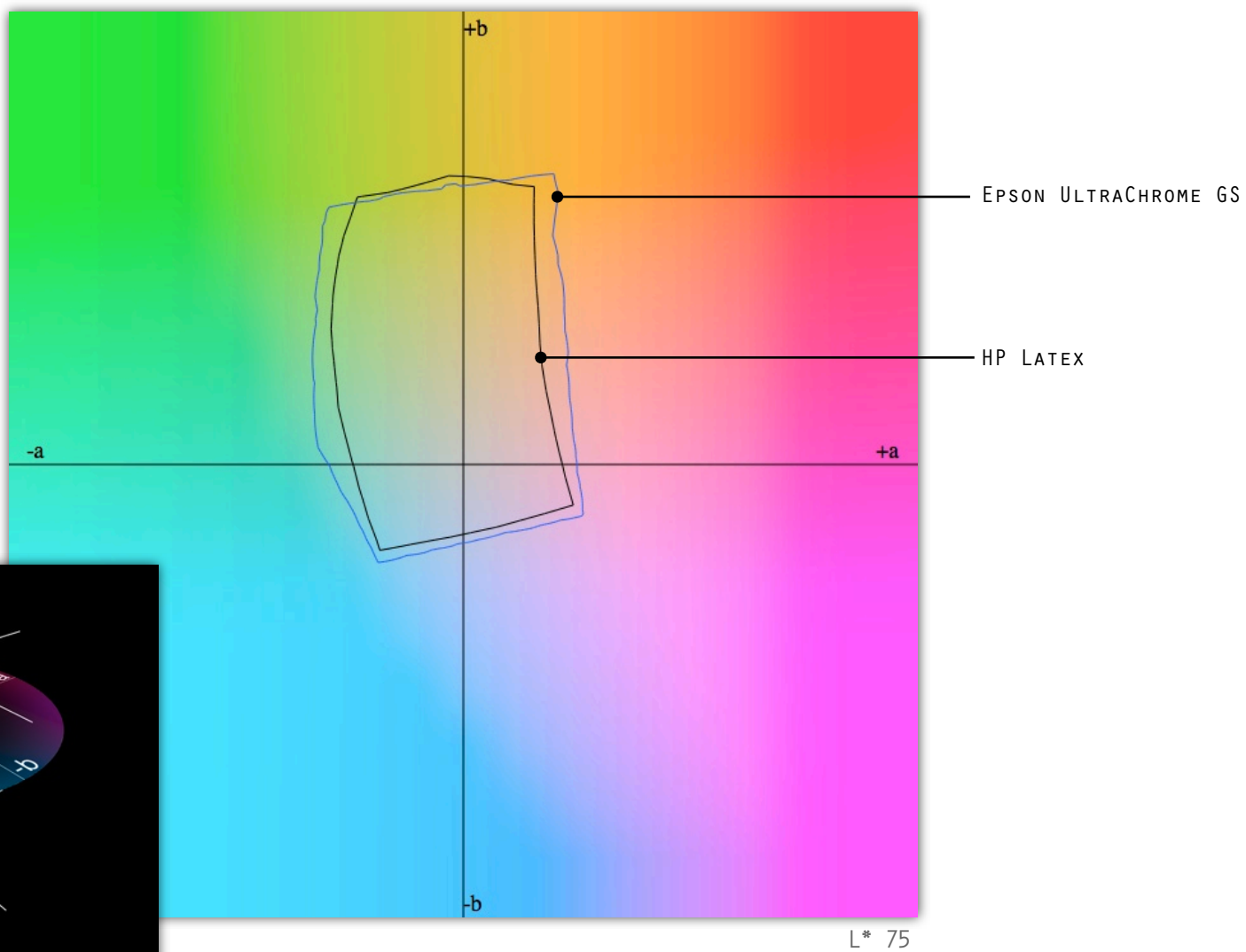
- The reds are weak compared to the Epson Stylus Pro GS6000

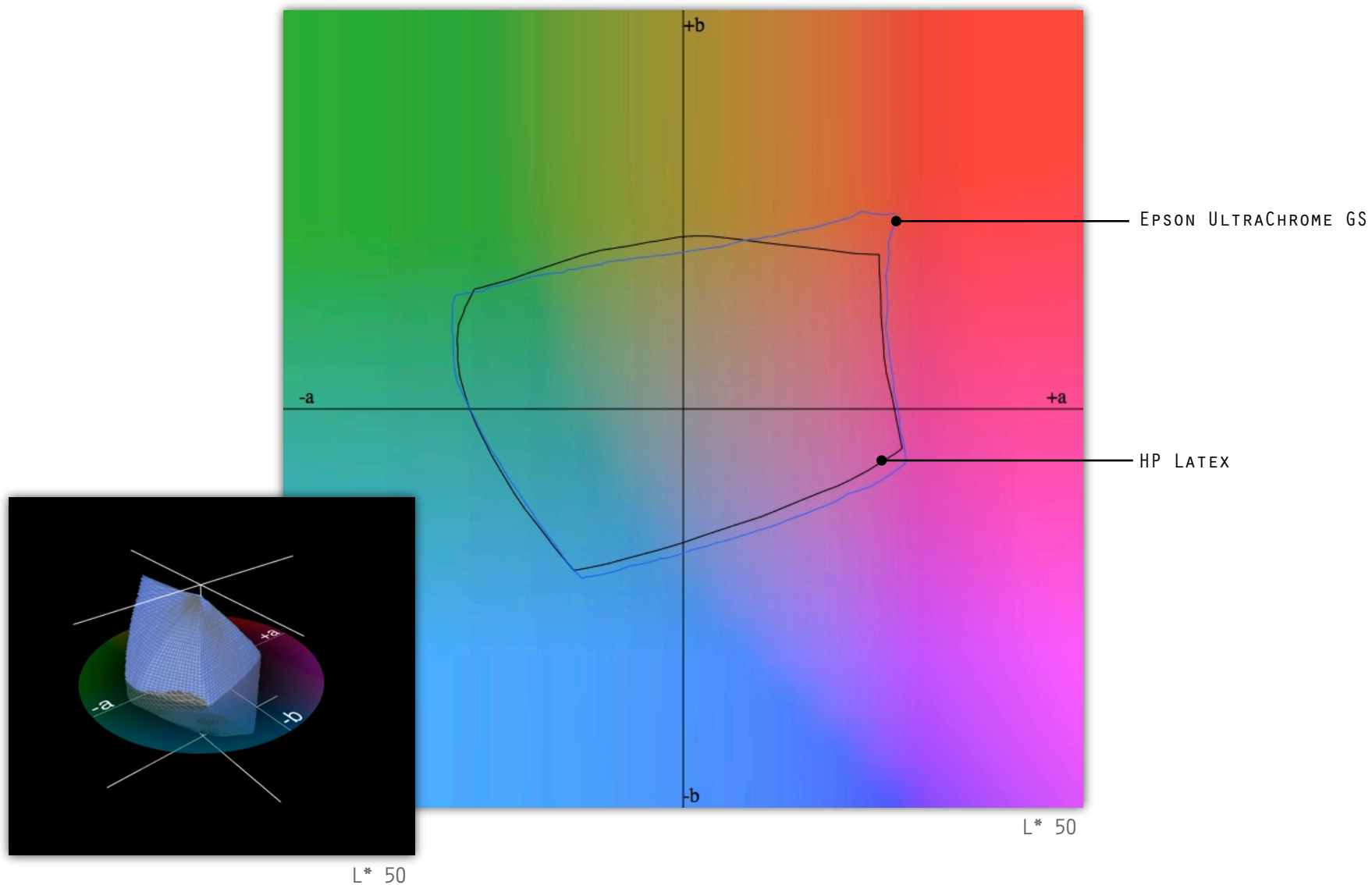


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Epson Produces Virtually No External Heat

EPSON STYLUS PRO GS6000 VS. HP DESIGNJET L25500

➤ The Epson Stylus Pro GS6000 produces virtually no external heat

- As a result, you are not required to place fans or additional room air-cooling devices in order to vent-out the extra heat created by print production

➤ HP Latex printers produce 16.4 kBtu of heat per hour of operation

- Although HP does not indicate the need, you may have to install some-type of additional air-cooling devices to vent-out the heat generated by the printer
- If used within a small enclosed room, the HP may produce too much heat for daily operation

PER HP SPECIFICATION, RADIANT HEATING PRODUCES
16.4 KBTU OF HEAT PER HOUR OF OPERATION



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Printer Feature	Epson Stylus Pro GS6000	HP DesignJet L25500
Maximum Printer Width	64-Inch	60-Inch
Automatic Take-up Reel System	Standard	Standard
Maximum Roll Weight (Input / Output)	66 lbs / 88 lbs	88 lbs / 53 lbs
Ink Included with Printer	350 ml x 8 Cartridges	None
Print Head Technology	Dual-Array MicroPiezo® AMC™	HP Thermal Inkjet
'Production Quality' Print Speeds - Vinyl	180 Ft² / Hour	178 Ft² / Hour
'Photo Quality' Print Speeds - Vinyl	91 Ft² / Hour	37 Ft² / Hour
Maximum Resolution / Minimum Droplet Size	1440 x 1440 / 3.7 pl	1200 x 1200 / 12 pl
Ink Technology	Epson UltraChrome® GS	HP Latex
Printing Color Model	8-Color (CMYK LcLm OrGr)	6-Color (CMYK LcLm)
Maximum Ink Cartridge Size	950 ml x 8 Cartridges	775 ml x 6 Cartridges
Outdoor Print Durability - No Lamination	Up to 1.5-Years	Up to 3-Years
Outdoor Print Durability - With Lamination	Up to 5-Years	Up to 5-Years
Simple Cost-per-ML Estimation	~\$0.25 per ml	~\$0.30 per ml
Monthly Electrical Bill Estimate - Production Printing	~\$10.63	~\$75.00
Hot-Swappable Ink Cartridges?	Yes	No
Additional Room Air Cooling Requirements?	None Required	Maybe
Standard Connectivity	USB 2.0 & Gigabit Ethernet	Gigabit Ethernet
Printer Options	None	Replacement Print Heads
Front-End RIP Included with Printer	ColorBurst	None
Printer Information Management System	myEpsonPrinter.com	HP Embedded Web Server
Warranty	1-Year Printer & Heads	1-Year Printer & Heads
MSRP	\$24,995	\$24,995 (no RIP or ink included)

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Benefits of HP Latex ?

EPSON STYLUS PRO GS6000 VS. HP DESIGNJET L25500

➤ **HP Latex prints can be used outdoors for up to 3-years without lamination**

- Although not confirmed, HP claims 3-years outdoors without lamination
- Epson UltraChrome GS ink technology is rated to last ~ 1.5-years outdoors without lamination

➤ **HP Latex prints can be finished immediately after printing**

- Due to the way HP dries-down the Latex inks, you can start finishing the prints immediately after printing. This includes lamination and shipping.
- Epson UltraChrome GS ink technology dries much faster than other Eco Solvent technologies, but you must wait at least 6-hours before shipping un laminated prints and up to 12-hours before actual lamination

➤ **HP Latex inks will be widely distributed, so expect pricing to be competitive**

- HP printers and inks tend to be very widely distributed
- As a result, more competition among HP resellers will bring the prices down
- Epson Stylus Pro products are only sold via highly trained resellers



Competitive Summary

EPSON STYLUS PRO GS6000 VS. HP DESIGNJET L25500

Epson Has Lower Final Print Production Costs

Epson is Faster with Superior Image Quality & Color Gamut

Epson has Far Superior Media Support

The Epson Stylus Pro GS6000 is Much Easier to Use Everyday

Epson has Less Impact on the Environment

REMEMBER, THE EPSON STYLUS PRO GS6000 IS NOT AN ECO SOLVENT PRINTER!

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Why Buy an Epson Stylus Pro GS6000?

TOP-LINE SELLING PROPOSITION

- **Extreme Image Quality Print Modes** – Truly Photographic Signage
- **Very Wide Color Gamut** – Brilliant Color with Truly Accurate Color Matching
- **True Production Level Print Speeds** – Up to 180 Ft² per Hour
- **Easy-to-Use and Maintain** – Simple Engine Design with User-Focused Maintenance
- **Competitive Cost-of-Ownership** – Efficient Ink Usage with Low MSRP-per-ML
- **Lower Impact on the Environment** – Epson UltraChrome® GS Ink Technology
- **myEpsonPrinter.Com** – Profit-Focused Printer Information & Management Solution
- **Massive Industry Support** – Third-Party Media & RIP Companies
- **Superior Epson Warranty Service & Support** – World-Class Support
- **Trusted Epson Stylus® Pro Brand Name** – The Industry Leader Enters Signage
- **The Epson Stylus Pro GS6000 is Sold only by the Best Resellers in the Industry!**



SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

UN-LAMINATED OUTDOOR PRINT DURABILITY IS HIGHLY DEPENDENT UPON ACTUAL DISPLAY ENVIRONMENT.
CARTRIDGE YIELDS VARY CONSIDERABLY BASED ON IMAGES PRINTED, PRINT SETTINGS, PAPER TYPE, FREQUENCY OF USE AND TEMPERATURE.

FOR PRINT QUALITY, A VARIABLE AMOUNT OF INK REMAINS IN THE CARTRIDGE AFTER THE "REPLACE CARTRIDGE" INDICATOR COMES ON.
THE PRINTER(S) SHIPS WITH INK CARTRIDGES AND PART OF THE INK FROM THE FIRST CARTRIDGES IS USED FOR PRIMING THE PRINTER.

ALL STATED CARTRIDGE VOLUMES ARE FILL VOLUMES.
SEE WWW.EPSON.COM/CARTRIDGEINFO FOR MORE INFORMATION ABOUT CARTRIDGES.

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