



Epson® Business Inkjet Printer

Case Study | Trendy Surfaces

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PROFILE

Industry: Wholesale stone distributor
Name: Trendy Surfaces
Location: Anaheim and Laguna Niguel, Calif.
Website:
www.trendysurfacesinc.com

CHALLENGE

Stone, ceramic and glass mosaic wholesale distributor was using bulky and dated inkjet and laser printers that would jam, break down and often run out of ink due to demanding printing needs.

SOLUTION

New Epson® WorkForce® Pro business inkjet printers with high-capacity Replaceable Ink Packs provide a streamlined and reliable solution to produce high-quality photos and documents.

What Meets the Eye

Stone, glass and tile supplier Trendy Surfaces moves to Epson WorkForce Pro printers

Trendy Surfaces received WorkForce Pro business inkjet printers free of charge.

There's always more than meets the eye, but for Oz Aksoy, president of Trendy Surfaces, a supplier of specialized stone, tile and glass mosaic building materials, what meets the eye is crucial.

“We believe that anything the customer sees, from the design of our showrooms to the price lists we print, should reflect the quality of our products and of our company.”

That's one reason why Aksoy recently upgraded his offices with Epson WorkForce® Pro color multifunction printers. In previous years, Aksoy used a combination of inkjet photo and laser office printers to produce the results he needed. But earlier this year, he was able to streamline his office and showroom printing solutions to one single platform – inkjet. With the installation of the four Epson WorkForce Pro [WF-C5790](#) and one WorkForce Pro [WF-C579R](#) inkjet printers, each using Epson's exclusive Replaceable Ink Pack System technology, Aksoy found a simplified solution to produce high-quality photos and documents.

“In everything we touch, we want quality, the best of the best. And, that's what we've found in Epson.”

- OZ AKSOY, PRESIDENT OF TRENDY SURFACES



Quality and service

Trendy Surfaces is a wholesale distributor of quality stone, ceramic and glass products, from porcelain tiles for kitchens and baths to granite slabs for building exteriors. “We travel the world to find the best materials for the projects we work on, then import them directly,” Aksoy explains.

The company has two showrooms and a warehouse in Southern California, from which staff support about 300 dealers as well as their architect, interior designer and contractor clients.

Typically, clients must see the materials to judge their color and quality, and so architectural sample boxes are an important sales tool. Still, as anyone who has tried to choose a paint color from a tiny swatch knows, it's hard to judge how a stone floor or glass countertop will look from a sample. “You need to see the actual material,” Aksoy explains,



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“but to get a feeling for how they will look in or on the finished building, it helps to see photos of installations.”

Thus, when Aksoy began his search for office printers, he knew he needed something that would provide accurate installation images for showroom visitors or to ship with samples boxes.

Beyond that basic requirement, however, he needed devices that would print the thousands of prosaic documents his staff produces each week. “You can have the best quality materials and service, but if your printing is bad, no one will believe it.”

Finally, the new printers would have to be fast and trouble free. Aksoy says he just doesn’t have time for a printer that jams, that breaks down, or even runs out of ink more often than is absolutely necessary.

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High expectations

The WF-C5790 uses Epson’s PrecisionCore® Heat-Free Technology with high-capacity Replaceable Ink Packs that print up to 5,000 ISO color pages without changing the ink packs,¹ designed to offer professional quality, reliability, and savings up to 40 percent on low-cost replacement ink packs vs. color laser toner.² Aksoy uses this model in his showrooms in Costa Mesa and Laguna Niguel to print installation images.

Both models provide fast, 24 page per minute printing³ with no warmup time, plus automatic two-sided printing and fast color scanning and copying with a 50-page document feeder.



Aksoy installed the WorkForce Pro WF-C579R with optional 500-sheet paper tray in his Anaheim warehouse. It prints up to 50,000 ISO pages black and 20,000 color without changing the ink packs.¹

Aksoy says he appreciates everything about the new printers, starting with the way they look. “They’re compact, and they blend right in with our showroom designs. Our old printers were bulkier, but these are very clean and professional.”



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His office manager says he uses the scanning function regularly and likes it, but his favorite feature is the printers' ability to print via Wi-Fi from his phone. "It's really nice to be able to print a cut sheet or an architectural drawing without having to go to one of the computers," he says. "That saves me a lot of time."

Aksoy also appreciates the fact that the new machines print on plain paper without the sheen common to color laser. "The print quality is very high – we can really see the details of the drawings and judge the color of the materials – and it's easy to write on as well."

He says, "These printers are really fast and are very reliable. We have had absolutely no problems since we installed them." That said, "The main thing I'm impressed with is the quality of the printing."

The quality, speed and reliability, Aksoy adds, are just what he expected from Epson. "We choose our vendors very carefully because the products we buy reflect back on the products we sell."

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1 Replacement ink pack yields are estimated based on ISO/IEC 24711 test in Default Mode printing continuously. Ink pack yields vary considerably for reasons including images printed, print settings, temperature and humidity. Yields may be lower when printing infrequently or predominantly with one ink color. All ink colors are used for printing and printer maintenance, and all colors have to be installed for printing. For print quality, part of the ink from the included ink packs is used for printer startup and a variable amount of ink remains in the ink pack after the "replace ink pack" signal. The included cartridges have a yield of about 900 pages black, and 800 pages color after ink is used for printer start up, determined with ISO/IEC 24712 test patterns and Epson's test methodologies. For details, see www.epson.com/inkinfo

2 Actual savings will vary based on print tasks, print volumes and usage conditions. Savings comparison based on the purchase cost of replacement ink packs and the cost of enough color toner cartridges to achieve the total page yields of the ink packs using the manufacturers' online prices and yields for the highest-capacity toner cartridges for the best-selling similarly featured color laser printers priced at \$999 (USD) with speeds of 40 ppm or less per industry-available data as of July 2019

3 Black and color print speeds are measured in accordance with ISO/IEC 24734. Actual print times will vary based on factors including system configuration, software, and page complexity. For more information, visit www.epson.com/printspeed

The views and opinions expressed in this article are those of the individual. Trendy Surfaces received WorkForce Pro business inkjet printers free of charge.