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## ReThink Labeling Ready to Ship New Epson C6500 Color Printers to Your Business

### *Latest Printers Offer Wide Label and New Application Options at an Unparalleled Price Point*

ANAHEIM, CA, Feb. 10, 2019 – ReThink Labeling announces the arrival of the long-anticipated Epson C6500 color inkjet printers that produce up to 8-inch labels suitable for a broad range of consumer products.

These durable, state-of-the-art workhorse printers are now ready to ship for mission-critical label printing.

Vivid and captivating color labels and high-quality black-and-white labels come out ready to apply. A new feature on the Epson C6500 is the option of peel-and-dispense printing for label applications. Customers can also choose a model that has the traditional auto cut-off specification.

To fully appreciate the extensive capabilities of these printers, nothing substitutes for seeing them in action.

“We’re excited to demonstrate the Epson C6500 printers at WestPack, Booth #4930, in Anaheim this week, and any time at ReThink Labeling’s Anaheim headquarters,” said John Trail, president of ReThink Labeling.

“Our customers are impressed by the flexibility and reliability of the Epson C6500 printers, and the high quality of the labels they produce,” he said. “And many of our buyers have been pleasantly surprised by the printers’ extremely reasonable price for performance.”

To guarantee getting the most out of Epson printers, ReThink Labeling recently launched the first-ever Epson Certified Label Program. This is the only program of its kind to offer a wide range of label materials designed to give customers optimal results with Epson printers.

ReThink’s certified labels have been tested and proven to perfectly match Epson printers’ maximum standards for quality and performance.

For more information about Epson C6500 printers or the label program, visit [rethinklabel.com](http://rethinklabel.com).

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### **About ReThink Labeling**

ReThink Labeling invites companies to challenge the status quo of labeling solutions that prevail today. With more than 25 years of experience providing practical systems for customers, ReThink Labeling delivers proven labeling applications, technologies, products, supplies and services to help businesses increase labeling quality, reliability and efficiency. A leading provider of labels, ReThink Labeling is the first and only Epson partner to develop a Certified Label Program specifically for Epson printers. With an expertise in label applications, ReThink Labeling specializes in on-demand labeling solutions for product identification, inventory control, compliance and primary packaging with standout solutions, including printers from Epson and Zebra, and software from BarTender and Teklynx.

### **About Epson**

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, watches and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables, and robotics. Founded in 1975 and headquartered in Long Beach, CA, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation.