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ReThink Labeling Launches Exclusive Certified Label Program for Epson Printers

New Solution Overcomes Common Problems of Label Appearance, Adhesion, Performance

ANAHEIM, CA, Dec. 4, 2019 -- ReThink Labeling introduces the first-ever Certified Epson Label Program, the only collection of its kind offering a full line of label materials that are guaranteed to get the most out of Epson label printers.

Any industry that labels products or packages will benefit from Epson label printers, which are ideal for high-speed, B&W and color on-demand applications. Printed labels may be used for retail packaging, product identification and tracking, or to comply with government regulations. Special label materials are required for each application.

Certified Epson Labels are perfectly matched to produce outstanding quality and maximum performance with Epson printers so that customers will attain optimal results.

The Certified Epson Label Program includes matte and gloss papers and synthetics, unique textured labels, specialty materials and adhesives, with hundreds of standard configurations for quick delivery - as well as custom labels in any size, shape or configuration.

“We work closely with our customers to develop and certify labeling systems, taking into account their processes, environment, logistics, data management and other factors,” said John Trail, president of ReThink Labeling.

“Non-certified labels can cause a number of common problems,” said Trail. Among them: poor print quality and inconsistent color on labels; labels that don’t stick reliably; low-quality barcodes and printer jams.

“We created the Certified Label Program after years of experience helping customers who encountered these issues, often caused from buying low-quality supplies and chasing the lowest price tag,” he said.

“Without an industry standard governing label material quality and performance, our first-of-its-kind initiative is designed to establish Certified Epson Labels and print solutions as the gold standard in on-demand label printing,” said Trail.

All ReThink Certified Epson Labels are produced in an ISO 9001:2015 certified production facility and are guaranteed to deliver superior results when used for the application specified at time of purchase.

Companies interested in testing specific Certified Epson blank labels with their Epson printers can request free sample rolls at ReThink Labeling's website.

For more information, visit rethinklabeling.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.