



**HIGH QUALITY LABEL PRINTING
 WITH OUTSTANDING PRECISION.**

Explore a world of having an exceptional print quality across a wide range of label substrates with consistent colour reproduction and precise colour matching for solid and opaque printing, even on materials such as clear film and metallic substrates. All, while maximising your profitability with the Epson digital label press.



White Ink



Ethernet



Cost Effective



Environmentally Friendly



L-4533A / L-4533AW with White Ink

IT'S IN THE DETAILS.

High Quality and Efficiency

Built with Epson's advanced Micro Piezo® inkjet technology to deliver high-quality prints with accurate colour reproduction on a range of label substrates.

Wide Colour Gamut

Equipped with an ink set with a wider range of colours to provide precise and accurate colour matching, even for speciality colours.

Increased Productivity

Offering a fast and efficient digital workflow with minimal supervision and lower downtime, the number of short-run jobs is increased.

The SurePress L-4533A and L-4533AW digital label press makes high-quality short-run printing much easier and incredibly efficient. Experience an increase in productivity and profitability as the printer streamlines your current workflow by expanding service offerings while increasing your profitability due to its low initial and operating costs.



High Quality and Efficiency

Expand your offering and boost your bottom line

The press delivers exceptional print quality, across a wide range of label substrates offering consistent colour reproduction and precise colour matching. The Epson digital label press is easy to operate, enabling you to focus on managing your business, and not the press.

Epson's Micro Piezo Multi-Printhead For Precise Prints

SurePress leverages Epson's advanced Micro Piezo inkjet technology, synonymous with high quality output, reliability and high cost-performance.

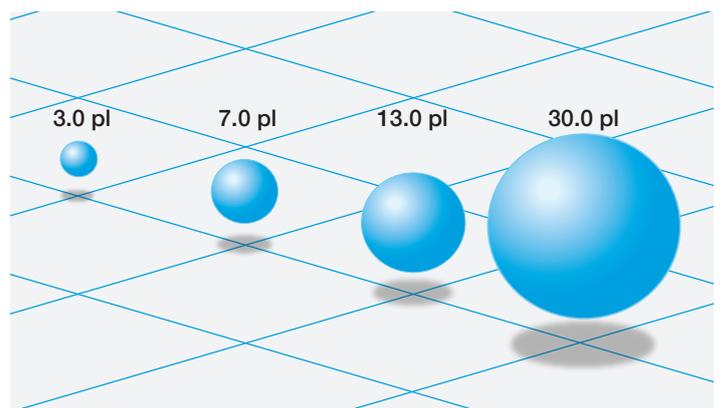
Using piezo electric technology, the amount of ink pulled into and expelled out of the nozzles can be very accurately controlled by varying the electrical charge applied to the piezo electric elements. This enables the print head to eject ink droplets in a range of precisely controlled sizes. Micro Piezo delivers accurate dot shapes and placement for each colour to ensure high-end colour quality and sharp detail needed especially for barcodes and small text.



Micro Piezo® Multi-Print Head Array

Variable-Sized Droplet Technology

Epson's Variable-Sized Droplet Technology produces different sized ink droplets as small as 3.0 picolitres. These precisely-sized droplets allow the ink to be uniformly applied, contributing to smooth gradations and accurate colours for optimum image quality.



Variable Sized Droplet Technology

Exceptional quality in label printing

Selected print modes have been enhanced to improve image quality. The new edge smoothing function delivers even sharper text and crisp lines at a faster print speed.



Character edges are straight and sharp.



Colours are richer and more natural.



Colour gradations are extremely smooth.

Reversed text is clearly legible.

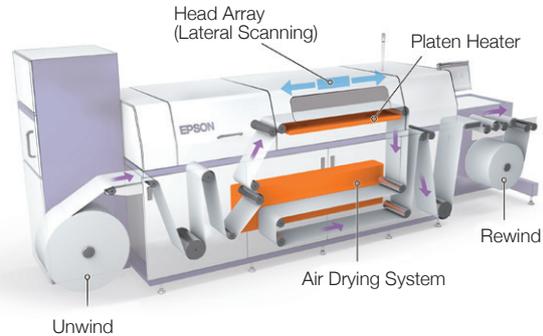


Barcode lines are crisp and sharp.

Dual Drying System

A unique two-stage drying process ensures optimum ink adhesion to label substrates. The first drying stage is a platen heater, which starts fixing the image onto the substrate.

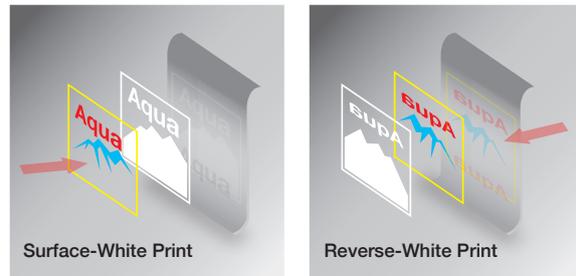
The substrate then moves down to the second drying stage, where hot air blown from a fan evaporates the remaining moisture. After drying, the substrate moves directly to the rewinder.



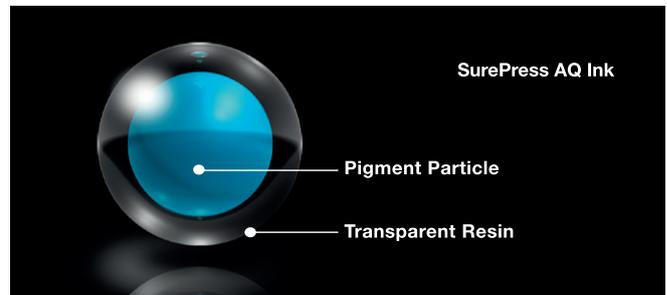
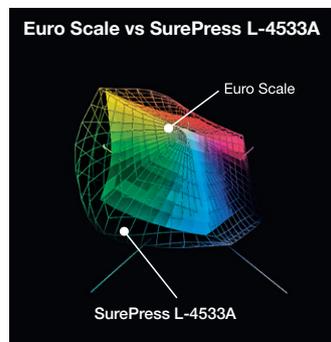
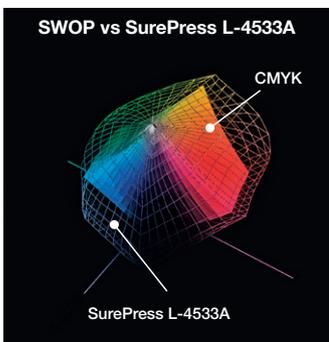
Wide Colour Gamut

The latest ink innovation from Epson is a water-based pigment that features a wide selection of colours that include Green and Orange, in addition to Cyan, Magenta, Yellow and Black, expanding the colour gamut. The difference is especially noticeable in the bright green to yellow and yellow-orange-red portions of the colour space.

The newly-developed ink set allows you to have a higher print accuracy and colour saturation to make your labels look even more appealing on a wide variety of label stock substrates, without the need for any pre-processing.



The L-4533 provides the flexibility of printing white first or white last



Epson SurePress AQ Ink

A water-based pigment ink-set has been developed specifically for the SurePress L-4533 with six colours including green and orange for an extra-wide colour gamut. This ensures accurate colour reproduction for precise colour matching with excellent adhesion on a wide variety of label substrates, without the need for any pre-treatments or coatings. An opaque white ink is available on the AW version.



* Uncoated Black and White ink are available only for SurePress L-4533AW.

^ Matte Black ink is available only for SurePress L-4533A.

LABEL PRINTERS

SUREPRESS L-4533A/L-4533AW

Superior Water and Light Resistance

SurePress AQ ink contains special resin that forms a coating on prints, creating a glossy surface, which increases water and light resistance of the prints.

With this special feature, SurePress can offer labels on a wide range of products such as beverage bottle or can, kitchenware, dishwashing detergent and bathroom accessories.



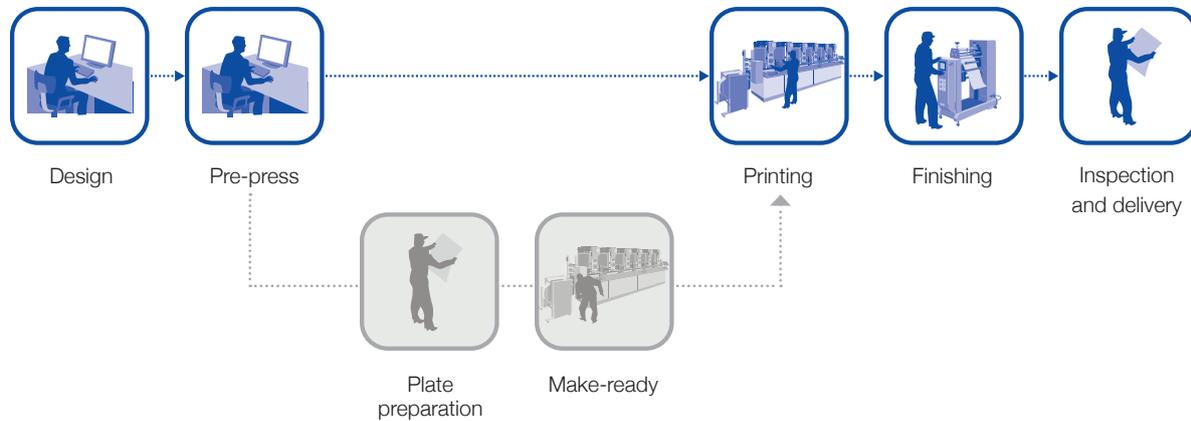
Increased Productivity

The SurePress L-4533 offers effortless job printing with minimal maintenance. Offering improved image quality at high print speeds, the press is reliable, consistent and easy to use. A single operator can run multiple presses safely and easily, enabling you to increase productivity. The press features auto head maintenance which delivers a faster, more efficient and reliable workflow, allowing you to handle a higher number of short-run jobs, resulting in significant profitability.

Fast And Efficient Digital Workflow

Conventional workflows involve additional time-consuming steps that are not necessary with the DFE and SurePress L-4533. A fast and efficient digital workflow reduces make-ready and improves turnaround time for printing jobs.

Improved Turn-Around



Conventional workflows require additional plate preparation and make-ready steps.

User-Friendly Interface, Touch-Screen Operation

The touch-screen panel is extremely simple to use, with an intuitive interface that keeps you in control of every aspect of printing. Job configurations can be quickly set and operating status can be readily checked at any time. Settings for specific types of jobs can be saved, therefore set-up is even faster the next time for repeated jobs.

Easy Maintenance

Minimal maintenance requirements save you time and money. The simple mechanism is easy to access and maintain. Best of all, with fuss-free ink cartridge replacement features, there is no need for time-consuming maintenance tasks (cleaning, blending, etc).



Image shows the ink compartment of the SurePress L-4533AW, where it enables quick and clean ink replacement.

Ease Of Use

Save time and money with minimal maintenance requirements. The printing mechanism is easy to access and maintain. Additionally, ink replacement is quick and easy, without a need to stop the press – simply replace the empty ink cartridges and continue printing. Remote diagnostics and analysis is also available to support your business.

Quick and Easy Spot Colour Matching

Your desired spot colour can be obtained in a short time effortlessly. Simply measure a colour sample or chip using a colorimeter* for the Epson tool to create a colour chart. Then print it on SurePress and select a colour that best matches your sample before entering the colour code to your Raster Image Processor.



*Colorimeter does not come with SurePress.

Efficient Colour Proofing with Customer

SurePress allows you to easily create different variations of colour proofs without using films and plates. Customers can choose their preferred colour from these variations, without you having to send colour proofs over and over again.



*This picture is a sample image.

Drastically Reduced Waste Substrates

Test printing is unnecessary now that SurePress offers quick colour matching and stable print quality. Additionally, its foreign object sensors and auto skew correction function ensure stable and accurate substrate feeding. These SurePress features enable reduced waste substrates.

Use up Leftover Substrate Rolls

Compact SurePress is a great solution for small lot orders. You can re-use thin rolls of substrate remains from large-lot printing. Using both the analogue printing presses and SurePress save substrate.



Expand Your Short-Run Printing Capabilities

With the SurePress L-4533A and L-4533AW, you're ready to handle all the short-run printing your customers need for sales promotions. They'll appreciate the quick turnaround and high quality, and you'll benefit by being able to offer them more versatile printing solutions, even for short-term promotions.

Labels

Vivid colours, sharp text down to small sizes and clear, crisp barcodes.



Product Stickers

Small and large stickers for all types of products.



Banner-type Labels

Horizontal banners for product displays, shelves, etc.



Poster-type Labels

Bigger eye-catching posters.



Large Stickers

Round stickers for added impact.



MODEL NUMBER	L-4533A	L-4533AW
Printing		
Print Speed*	8.2 m/min: 2pass (720 dpi x 360 dpi)	
Paper	5.0 m/min: 4pass (720 dpi x 720 dpi) (except cast coated paper)	
	3.6 m/min: 6pass (720 dpi x 1080 dpi)	
	2.8 m/min: 8pass (720 dpi x 1440 dpi or 1440 dpi x 720 dpi)	
Film	2.8 m/min: 8pass (1440 dpi x 720 dpi)	(Colour ink only)
	1.4 m/min: 16pass	2.8 m/min: 8pass (1440 dpi x 720 dpi)
	(720 dpi x 1440 dpi or 1440 dpi x 720 dpi)	1.4 m/min: 16pass
		(720 dpi x 1440 dpi or 1440 dpi x 720 dpi)
		(White ink only)
		3.6 m/min: White 6pass (720 dpi x 1080 dpi)
		2.8 m/min: White 8pass (1440 dpi x 720 dpi)
		[Surface-White]
		1.4 m/min: White 6pass (720 dpi x 1080 dpi)
		+ Colour 6pass (720 dpi x 1080 dpi)
		1.2 m/min: White 8pass (720 dpi x 1440 dpi)
		+ Colour 6pass (720 dpi x 1080 dpi)
		1.0m/min: White 8pass (720 dpi x 1440 dpi)
		+ Colour 8pass (720 dpi x 1440 dpi)
		[Reverse-White]
		1.2 m/min: Colour 8pass (720 dpi x 1440 dpi)
		+ White 6pass (720 dpi x 1080 dpi)
		1.0 m/min: Colour 8pass (720 dpi x 1440 dpi)
		+ White 8pass (720 dpi x 1440 dpi)
Printing Technology	Epson Micro Piezo® inkjet technology	
Ink Type	SurePress AQ inks	
Substrate Specification		
Substrate Support	Standard self-adhesive label substrates, semi gloss, gloss and matte paper, BOPP, PET and Yupo	
Substrate Thickness	80 - 320 microns or 0.08mm - 0.32mm*	
	*Substrate thickness less than 100 microns: substrate width needs to be over 200mm	
Roll Width	80mm - 334mm wide (adjustable to support any width in this range)	
	Width tolerance in one roll: ±1mm	
Max. Roll Length	1000m (Condition: Need to be within all condition of 1000m and 100kg and 600mm)	
Max. Roll Weight	100kg	
Max. Roll Diameter	600mm (included diameter 76mm inner core)	
Substrate Feeding Specification		
Substrate Feeding Direction	From left to right towards the front of the press. Backward winding function is not available.	
Length of Feeding 1 Frame	Max. 914.4mm	
Frame-to-Frame Tolerance	±0.1	
Connectivity		
Ethernet	1000 Base-T or higher is recommended	
Environmental Conditions		
Operational Environment	18°C-28°C (64°F-82°F), RH35%-RH55% (No condensing)	
Recommended Printing Environment	20°C-26°C (68°F-79°F), RH35%-RH55% (No condensing)	
Storage Environment	-10°C to 40°C (14°F-104°F), RH30%-RH55% (No condensing) (Condition: When maintenance liquid is filled)	
Electrical Specifications		
Rated Voltage	AC (three-phases three-lines) 200V	
Input Voltage Range	Rated voltage ±10%(180-220V)	
Rated Frequency	50-60Hz	
Input Frequency Range	Rated frequency range ±1%	
Rated Current	30A (Max. electric current 50A)	
Electric Power Consumption	6kW or less	
Dimensions/Installation Space		
Operating Space	Approx. 3.1m x 6.7m	
Installation Specification		
Floor Stiffness	400kg/m ² or more	
Noise	75dB or less*	
	*The measurement method is based upon CE mark (Machinery Directive)	
Ink Cartridge		
Cyan, Magenta, Yellow,	700ml	Each 2 pcs
Orange, Green	700ml	Each 2 pcs
Photo Black	700ml	2 pcs
Uncoated Black	700ml	2 pcs
Matte Black	700ml	2 pcs
White	600ml	2 pcs
Over Print Liquid	700ml	2 pcs
Moisture Liquid	350ml	4 pcs
Moisture Liquid	700ml	N.A.
Moisture Liquid	700ml	1 pc
Storage Liquid	700ml	N.A.
		1 pc

* The actual throughput depends on a few factors:

1. The print quality required (which will determine the number of pass required)
2. The type of substrates used (which will have an impact on drying temperature and time balancing with the material robustness under heater. i.e. no crumbling etc.)

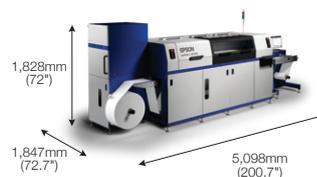
Usage Restrictions:

Epson's SurePress ink is not intended for direct food contact printing.

Dimensions & Weight

L-4533A/L-4533AW

Weight: 1,730kg (3,814.0lb)



Epson Genuine Consumables (L-4533A)

● Photo Black	C13T639100
● Cyan	C13T639200
● Magenta	C13T639300
● Yellow	C13T639400
● Matte Black	C13T639500
● Orange	C13T639600
● Green	C13T639700
Moisture (350ml)	C13T639800
Over Print Liquid	C13T639900

Epson Genuine Consumables (L-4533AW)

● Photo Black	C13T639100
● Cyan	C13T639200
● Magenta	C13T639300
● Yellow	C13T639400
● Uncoated Black	C13T639A00
● Orange	C13T639600
● Green	C13T639700
○ White	C13T639B00
Moisture (700ml)	C13T639D00
Over Print Liquid	C13T639000
Storage Liquid	C13T639C00



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Dealer's Stamp

Information correct at time of printing
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