

## SureColor P9370 Printer Marketing Copy 12/12/24

### 1.0 - Product Name\*

1.1 Official Marketing Name for Use at [epson.com](https://www.epson.com) (H1 – Top level for Web searches; 120 characters max., including spaces):

**SureColor® P9370 44-inch Wide-Format Printer**  
(44 characters)

\*Notes: Epson® should be added in front of a product name in instances where the Epson logo is not present on the same page, and/or it is not evident the product is from Epson.

1.2 Shortened Name (for [epson.com](https://www.epson.com)): **SureColor P9370 44-inch Printer**

1.3 Shortened Name for Sales Ops (80 characters or less):

**SureColor P9370 44-inch Printer** (43 characters)

1.4 Amazon.com or Catalog Product Listing (do not include part number; 200 characters max., including spaces, special characters and trademark designators are not permitted; should include key features, as noted by Product Management in the Product Launch Plan):

N/A

**For alternate naming versions, pls. keep keywords in mind (See section 2.7).  
Alternate versions must be approved by Legal and PM.**

N/A

1.5 Functionality (Initial Caps):

N/A

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### 2.0 - Product Overview

**2.1** Headline for epson.com (H2 – Secondary level for Web searches; 70 characters max., including spaces; should contain keywords from section 2.7, but should not repeat words found in the official name from section 1.1):

**The Art of Performance.** [23 characters]

**2.2** Headline for Advertising, E-mail Blasts, etc. (H2 – Secondary level for Web searches; 135 characters max., including spaces; should define the benefits of the product and be more emotional):

**The Art of Performance.** [23 characters]

**2.3** Headline for Banner Ads, etc. (H2 – Secondary level for Web searches; 35 characters max., including spaces; should be punchy and aspirational):

**The Art of Performance.** [23 characters]

**2.4** Existing Taglines or Campaigns (if applicable):

**The Art of Performance.**

**2.5** Description (1,000 characters max., including spaces):

Ideal for the demanding needs of professional photography, fine art and graphic design, the SureColor® P9370 44-inch wide-format printer features a 10-channel PrecisionCore® printhead with dedicated Photo Black and Matte Black channels. UltraChrome® PRO10 Ink with Violet provides an extended color gamut, ensuring accurate color reproduction and industry-leading print permanence<sup>1</sup>. Designed to accurately reproduce every detail, the SureColor P9370 delivers exhibition-quality prints across a wide range of professional photo and fine art media. And our latest generation 2.6" PrecisionCore printhead performs at speeds over two times faster<sup>2</sup> than our previous generations.

[675 characters]

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**2.6 Key Features Bullets (10 bullets max.; do not exceed 50 characters, including spaces, for benefit bullet intro; do not exceed 100 characters, including spaces, for feature sub-bullet description):**

**Note: Only the top 10 bullets will get picked up on product spec sheet**

**Format: Benefit bullet --- feature sub-bullet; in order of priority, per the Product Launch Plan**

1. **Advanced printhead design** — 10-channel PrecisionCore Micro TFP® 2.64" printhead performs at extreme speeds—dramatically faster than our previous generations
2. **Extended color gamut** — UltraChrome PRO10 Ink with Violet delivers a wide range of blue hues
3. **No Photo and Matte Black Ink switching** — dedicated channels for Photo Black and Matte Black Inks eliminate the need to switch between inks, helping to improve efficiency and minimize ink waste
4. **Industry-leading print permanence<sup>1</sup>** — provides exhibition-quality, long-lasting prints
5. **Intuitive operation** — large 4.3" color LCD touchscreen allows for easy setup, control and maintenance
6. **Reliable printer design** — redesigned industrial-level print engine for lasting durability and an interior LED light for convenient operation
7. **Extensive media handling** — compatible with a wide variety of photographic and fine art roll media, sheet media and rigid boards up to 1.5 mm thick
8. **Increased black density with Black Enhance Overcoat** — improved Dmax for a wider contrast ratio with enhanced clarity and increased sharpness on glossy papers
9. **Advanced software support for enhanced productivity** — includes Epson Cloud Solution PORT®<sup>3</sup> for fleet management and Epson Print Layout software for simple print production

*Designed for use exclusively with Epson ink cartridges\*.*

**For step-up charts vs. predecessor (if applicable, see the Product Launch Plan),**

**For step-up charts for the current lineup, see Product Management.**

**For step-up charts vs. competitor, see Product Management for any Competitive Comparison documents that have been completed.**

**2.7 Category Detail Bullets (5 max.; 50 characters max. each, including spaces; no abbreviations):**

1. 10-channel PrecisionCore Micro TFP printhead [44 characters]
2. UltraChrome PRO10 Ink with Violet for an extended color gamut [61 characters]
3. Dedicated Photo and Matte Black channels; no switching [54 characters]
4. Industry-leading print permanence<sup>1</sup> for long-lasting prints [57 characters]
5. Large 4.3" color LCD touchscreen [32 characters]

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### 2.8 Fact Tag Features (10 bullets, 30 characters max. per feature, including spaces; use ampersands):

1. 10-channel printhead produces extreme speeds [44 characters]
2. UltraChrome PRO10 Ink w/ Violet [31 characters]
3. No Photo & Matte Black Ink switching [36 characters]
4. Industry-leading print permanence<sup>1</sup> [35 characters]
5. Large 4.3" color touchscreen [28 characters]
6. New print engine & interior LED [34 characters]
7. Extensive media handling capabilities [37 characters]
8. Increased black density & improved Dmax [39 characters]
9. Advanced software support [25 characters]

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### 2.9 25-word Description (159 characters max., including spaces; please note this cannot exceed 159 characters because this is the meta description):

Introducing the SureColor P9370 44-inch printer, ideal for the demanding needs of professional photography, fine art and graphic design. [136 characters]

### 2.10 50-word Description Free of Claims/Disclaimers; Avoids Putting Down Other Categories (320 characters max., including spaces):

Introducing the SureColor P9370 44-inch printer, ideal for the demanding needs of professional photography, fine art and graphic design. Featuring a 10-channel PrecisionCore printhead and a wide color gamut, this printer is crafted to provide exhibition quality at production-level print speeds. [295 characters]

### 2.11 Software Description (if applicable):

N/A

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### **3.0 - Series Copy**

#### **3.1 Series Headline (70 characters max., including spaces):**

N/A

#### **3.2 Extended Series Description (160 characters max., including spaces):**

N/A

#### **3.3 Series Tagline (if applicable):**

N/A

### **4.0 - Eco Features**

#### **4.1 Eco Features**

- RoHS compliant
- End-of-life options available<sup>4</sup>
- Epson America, Inc. is a SmartWay<sup>®</sup> Transport Partner<sup>5</sup>

### **5.0 - Legal Disclaimers**

#### **5.1 Disclaimers:**

1 Ink lightfastness rating based on accelerated testing of the same ink formulation for prints on specialty media, displayed indoors, under glass. Actual print stability will vary according to media, printed image, display conditions, light intensity, humidity and atmospheric conditions. Epson does not guarantee longevity of prints. For maximum print life, display all prints under glass or lamination or properly store them.

2 Print speeds are based on the print engine speed only. Total throughput time for any print depends on various factors including workstation configuration, file size, print resolution, ink coverage and networking. Actual print speeds will vary.

3 All features of this system require an active Internet connection and the use of a supported browser.

4 For convenient and reasonable recycling options, visit [www.epson.com/recycle](http://www.epson.com/recycle)

5 SmartWay is an innovative partnership of the U.S. Environmental Protection Agency that reduces greenhouse gases and other air pollutants and improves fuel efficiency.

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### 6.0 - Trademark Attributions (footnotes)

#### 6.1 Attributions:

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