



FOR IMMEDIATE RELEASE
November 7, 2016

Contact: Andrea Araiza
714-363-4188
aaraiza@rethinklabel.com

ReThink Labels Named Top Epson Partner

***The move recognizes ReThink's label expertise
with Epson's Intelligent Color Label Printers***

ANAHEIM, Calif. – ReThink Labels, a leading provider of innovative on-demand label printing solutions, has earned Premiere status as a partner with Epson, the world class technology company that manufactures high-quality printers and so much more.

Epson's premiere designation recognizes the success ReThink Labels has had promoting the Epson ColorWorks printers through its "ReThink Your Labels with Epson" campaign.

Launched less than two years ago, the ReThink/Epson partnership raises awareness about the fact that companies can now print their own high-quality color labels for packaging and direct-to-consumer sales.

Converting to on-demand printing gives ReThink Labels customers more control, flexibility and is more economical than contracting with outside printers to do the work.

"After 25 years, it's refreshing to finally have a World Class Leader in Digital Printing committed to the on-demand label printing market. Our Epson partnership has been great; it's helped us with our responsibility to provide our customers with innovative and cost-effective label printing solutions," said John Trail, ReThink Labels' president.

"Our customers—from wineries to the pharmaceutical and medical device industries—see us as a trusted partner for ensuring their label production success," he said.

###

About ReThink Labels

Established in 1993; ReThink Labels is California's leading provider of labels, labeling systems and supplies, service and technical support. It has become the single-source supplier for all of its customers - its labeling experts don't simply follow the trends; they set them. To learn more about ReThink Labels, please visit: www.rethinklabel.com

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, smart glasses, sensing systems and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. To learn more about Epson, please visit: epson.com.