

## DURABrite Ultra Ink



### Introduction

DURABrite Ultra – no smudging, no fading - simply perfect prints whatever you're printing.

DURABrite™ Ultra ink is the latest formulation in the DURABrite Ink family. It is featured in the following products:-

- Stylus DX4000 / DX4050 (CX3900 for CISMEA sites)
- Stylus DX5000 series (CX4900 for CISMEA sites)
- Stylus DX6000 series (CX5900 for CISMEA sites)
- Stylus DX7000F (CX6900F for CISMEA sites)
- Stylus D78 (C79 for CISMEA sites)
- Stylus D88 Plus (C87 Plus for CISMEA sites)

These products are designed for home and SOHO (Small Office/Home Office) customers who are looking for versatility, productivity, ease of use, good image quality on plain and photo paper, and image durability.

DURABrite™ Ultra is a 4-colour, pigment-based ink and each section of this document details its key advantages:

- Ideal for printing everyday documents
- Durable output
- Wide media support
- Individual ink cartridges
- Enhanced support for glossy papers





## DURABrite Ultra Ink



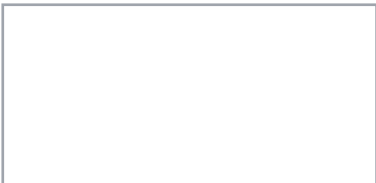
Dye Ink Text



DURABrite™ Ultra Ink Text



With the same size ink droplet, DURABrite™ Ultra ink has a smaller spread into plain paper's fibres than dye-based inks



DURABrite™ Ultra ink offers what consumers are looking for most:

- Double-sided prints without bleed-through
- Brighter colours on plain paper
- Extra-sharp text
- Sharper graphics

### Ideal for Printing Everyday Documents

DURABrite™ Ultra ink uses an exclusive Microencapsulation technology where each pigment particle is encased in a resin. A unique polymer pulls the particles apart so they are suspended in the solution and never coagulate. The ink base then helps the ink pigment particles penetrate into the paper.

This technology enables DURABrite™ Ultra ink to offer the following advantages:

#### Extra-sharp text and graphics on plain paper

DURABrite™ Ultra ink particles “rest” near the surface of the paper and are not absorbed into the fibres. It produces much smaller ink droplets than dye based products, resulting in sharper output on plain paper. This applies to both text and graphics.

#### Double-Sided prints without bleed-through

DURABrite™ Ultra ink uses a special technology that controls the penetration level of the ink and keeps the colourant near the surface, so you don't get prints bleeding through to the backside of the paper. Additionally, output on plain and matte papers is optimised with a higher optical density which offers darker black printing.

#### Brighter colours

DURABrite™ Ultra ink uses an innovative formulation of colour inks that produces brighter outputs on plain, matte and glossy papers.

These advantages ensure that DURABrite™ Ultra ink is a great choice for users who print everyday documents. It delivers outstanding output when printing greeting cards, reports, labels, web pages, CV's, menus and more.

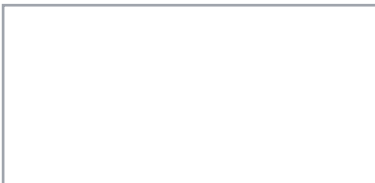
The added improvements for printing on glossy papers make DURABrite™ Ultra ink the ideal solution for customers who want one printer to produce everyday documents and photos.



## DURABrite Ultra Ink



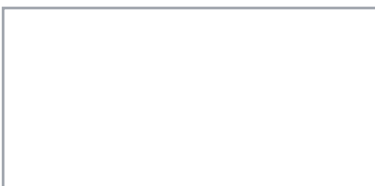
Competitor's print



Epson Print

The smudge on this print was caused by swiping the print one minute after printing.

The quick drying DURABrite™ Ultra ink resisted smudging, even directly after printing.



Competitor's print.

Fade testing using accelerated exposure to high levels of UV light and a portion of the print covered with a strip of construction paper. Actual results may differ.

### Durable Output

DURABrite™ Ultra ink offers resistance to water, smudging and fading on all papers - including plain paper.

### Smudge-Resistant Prints

Many other printers are not smudge-resistant, especially immediately after printing. In fact some prints need several minutes to dry before they can be touched.

DURABrite Ultra™ ink uses a quick drying formula. This means that Epson prints can be touched straight after printing and handled without worrying about smudging or damage.

### Fade-Resistant Prints

DURABrite™ Ultra ink has fade-resistant properties that exceed those of photo lab prints and won't fade as quickly as many competitors' prints. Printing with this ink means that cherished photos and important documents will last for generations – even on plain paper.

### Water-Resistant Prints

DURABrite Ultra provides water-resistant properties to prevent accidental damage caused by moisture and spills. Unlike many competitors, DURABrite™ Ultra ink uses pigment-based black and colour inks. These offer water-resistant properties on all supported papers, including plain paper.

### DURABrite™ Ultra ink

Competitor's pigment black and dye colour ink with competitors' inks, only black is water-resistant.

DURABrite™ Ultra ink has superb waterfastness for black and colour.

#### Testing conditions

Rating based on accelerated testing of prints on specialty media, displayed indoors and under glass. Actual print stability will vary according to 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 UV filter or lamination, or properly store them. For full details on test reports, visit <http://www.wilhelm-research.com>.

## DURABrite Ultra Ink



### Wide Media Selection

DURABrite™ Ultra ink is optimised for your every day printing needs on a variety of paper types including plain and matte papers and also producing excellent results on glossy papers. Check the table below to see which papers are compatible.

#### Plain Papers

- Epson Premium Bright White Paper
- Other plain paper (non Epson brand)

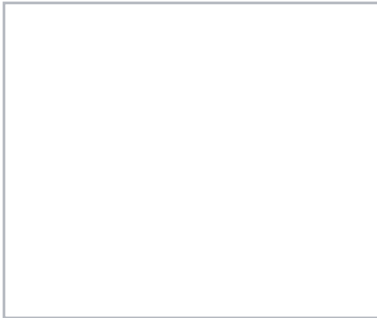
#### Matte Papers

- Epson Enhanced Matte Paper
- Epson Matte Paper Heavyweight
- Epson Double-Sided Matte Paper
- Epson Photo Quality Ink Jet Paper

#### Glossy Papers

- Epson Ultra Glossy Photo Paper
- Epson Premium Glossy Photo Paper
- Epson Premium Semigloss Photo Paper
- Epson Glossy Photo Paper

## DURABrite Ultra Ink



### Enhanced Support for Glossy Papers

If you are looking for a printer to handle your every day printing needs and produce great everyday text documents and photos, new DURABrite™ Ultra ink is for you. It delivers high quality text and graphic printing on plain paper., and can also produce high quality photos.

When printing photos on glossy papers with DURABrite™ Ultra ink, you can enjoy the following benefits:

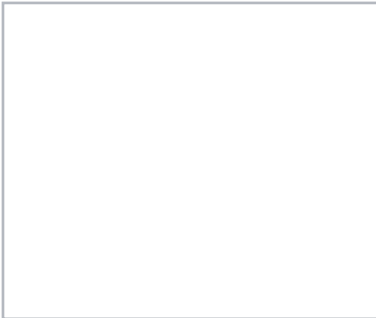
#### Improved glossy paper choices

- Epson Ultra Glossy Photo Paper - This “best of breed” glossy photo paper has a heavier, professional weight with a smooth, high-gloss finish.
- Epson Premium Glossy Photo Paper - This high-gloss paper makes prints look and feel like a traditional photograph.
- Epson Premium Semigloss Photo Paper - This media has the look and feel of true photographic paper, and is ideal for printing displays or scenic colour images. The semigloss finish delivers beautiful results.
- Epson Glossy Photo Paper - This paper delivers a smooth, glossy finish for everyday photos.

Visit [www.epson europe.com](http://www.epson europe.com) for more information on improved glossy paper choices.



## DURABrite Ultra Ink



### Enhanced Support for Glossy Papers

#### Reduced gloss differential

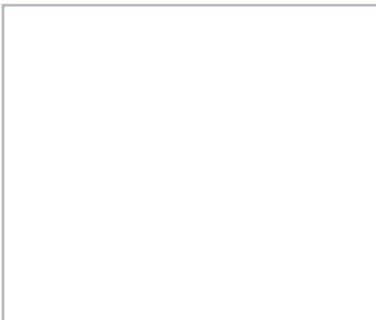
This happens when the gloss of the paper is different from the gloss of the ink. By using a new resin formulation, gloss differential with the DURABrite™ Ultra ink is reduced and the colour gamut is improved.

#### Reduced metamerism

Metamerism is an effect where colours appear to be different under different lighting conditions (such as natural light and fluorescent light). With the new ink formulation, metamerism is reduced.

Epson printers and all-in-one printers with DURABrite™ Ultra ink also support border free printing so you can print borderless, frame-ready photos without trimming or perforations.

DURABrite™ Ultra ink is compatible with many glossy photo papers as well as matte papers

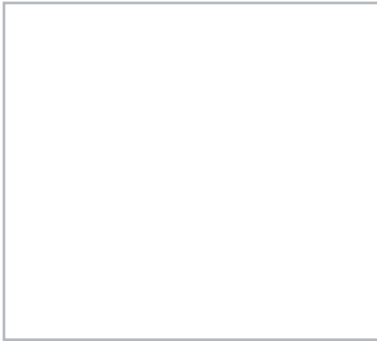


### DURABrite™ Ultra ink produces

- Excellent gloss level
- Reduced metamerism
- More vibrant colours
- Improved glossy paper choices



## DURABrite Ultra Ink



### The characteristics of DURABrite Ultra ink

DURABrite™ Ultra is the perfect ink for your everyday printing needs. Its ability to produce the highest quality text and photos is due to a series of advanced features.

#### Ink type

All colour pigment ink with resin coated technology

#### Target applications

Everyday prints from reports, web pages, greeting cards to photos

#### Characteristics

High quality on any type of paper from plain paper to photo paper

#### Fade-resistance

Excellent. DURABrite Ultra pigment ink has fade resistance beyond photo lab prints

#### Water-resistance

Excellent. Inks are water-resistant on all supported media including plain paper

#### Smudge-resistance

Excellent. Resin coating keeps pigment fixed on the paper

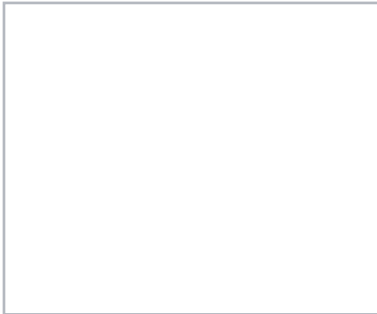
#### Media Selection

Excellent. Wide media selection - plain, matte, and glossy papers

If your main requirement is to print high quality photos, we recommend you use new Claria photographic ink technology.

Visit [www.epson europe.com](http://www.epson europe.com) for more information on Claria photographic ink technology.

## DURABrite Ultra Ink



### Summary

DURABrite™ Ultra ink provides a superior combination of features for the home/ SOHO user. It offers:

- Versatility and flexibility (with the ability to print high quality text documents and photos)
- Great image quality on plain and photo paper
- Image durability, no smudging, no fading – simply perfect prints whatever you're printing

It's also more convenient, versatile and offers great value too:

- Improved printing on glossy paper, with better glossiness and wider support for more photo papers.
- Wide media support, including plain, matte, and glossy papers
- Convenient individual ink cartridges

DURABrite™ Ultra ink is the ideal solution for printing reports, web pages, greeting cards, presentations, report covers, resumes, menus, and photos—now with improved printing on glossy papers.

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### Summary

DURABrite Ultra ink is featured on the following products:-



Stylus DX4000 /  
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Stylus DX5000  
series (CX4900 for  
CISMEA sites)



Stylus DX6000 series  
(CX5900 for  
CISMEA sites)



Stylus DX7000F  
(CX6900F for  
CISMEA sites)



Stylus D78  
(C79 for  
CISMEA sites)



Stylus D88 Plus  
(C87 Plus for  
CISMEA sites)

Visit [www.epson europe.com](http://www.epson europe.com) for more information on these printers.