Global Tech Giant Epson Launches Official Flagship Store on Lazada

– SINGAPORE, 20 August 2018 –

Epson Singapore makes its online debut with its official flagship store on Singapore's popular e-commerce platform, Lazada last week. Shoppers can now purchase Epson's range of printers, projectors, label printers and genuine ink supplies on Lazada, as well as enjoy special offers and promotions. This online flagship store aims to cater to the increasing demand of online shoppers by bridging the gap between online and offline shopping, and leveraging digital channels to reach the tech giant's target audience.

To allow customers to shop easily based on their needs and demand, the Epson official flagship store on Lazada categorises products into customer usage types to enhance their online shopping experience – making it as effortless and convenient for customers as possible.

Ms. Tan May Lin, Director – Sales, Marketing and Customer Service of Epson Sales division, Epson Singapore said, "We are launching the Epson flagship store to bring about a holistic shopping experience for our customers, offering them greater convenience and allowing them to have our products delivered to their door step with just a few clicks. Epson believes in leveraging the booming e-commerce trend to enhance the omni-retail experience for our customers in Singapore. As we launch the online store, we will continue to offer a retail presence, as we strongly believe that there is value in the physical shopping experience, especially for our products that require connectivity and business workflow integration. This step is a way for us to explore outreach to a new demographic of shoppers. Tapping on Lazada's massive reach as an additional touchpoint for our customers, we look forward to a thriving partnership."

To kick-start Epson's first official e-commerce store in Singapore, the leading printer and projector brand is offering a special promotion on Lazada from 17 to 21 August 2018. Consumers will be able to enjoy huge savings of up to 40 per cent.

Carey Chong, Lazada Singapore's Chief Operating Officer said, "We are thrilled to be Epson Singapore's e-commerce partner of choice. As the demand for online shopping grows, it is our mission to help established brands like Epson find success in their foray into e-commerce and elevate their business to the next level. Having Epson and more than 300 other brands on our platform brings us one step closer to being a one-stop shopping destination for our customers by providing them with a full and varied range of product offerings."

In addition to the launch of the official Epson flagship on Lazada, Epson Singapore has also appointed leasing technology distributors and IT solutions providers, Acecom, as their Preferred Authorised Online Dealer.

For the Epson flagship store on Lazada, please visit: https://www.lazada.sg/shop/epson

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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.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 76,000 employees in 87 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts.

http://global.epson.com/

About Epson Singapore

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South Asia. Led by the regional headquarters Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities.

http://www.epson.com.sg