

# Retail Reseller News

*POS & Auto ID Channel Developments & Opportunities*

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## COMPANY BUSINESS

### An Energized Epson

A series of new products will roll out from Epson America (Long Beach, CA), significantly changing the landscape for thermal POS printing, as the long-time market leader seeks to satisfy the needs of every segment of retail and hospitality at every price point. Three new products have been readied for release: a compact thermal printer with all-front access for use in specialty POS and kiosks, an all-inclusive packaged thermal printing solution for small retail and foodservice environments, and the company's next-generation full-featured thermal printer. RRN.Com spoke with Keith Kratzberg, SVP, Commercial Sales and Marketing for Epson America, about the ramifications of this shift in strategic direction.



*Keith Kratzberg, SVP,  
Commercial Sales &  
Marketing, Epson America*

“Epson’s value proposition to lower tiers is fundamentally similar to that of the higher tiers,” Kratzberg stated. “Cutting edge, dependable technology combined with the commitment to reasonable channel practices. For the first time, Epson is taking the innovative design of more sophisticated products and packaging it into simpler, scaled-down products.”

“We’re not trying to pull VARs down to lower tiers,” Kratzberg noted. “We won’t be offering any big incentives for partners to sell to lower tiers. We encourage our partners to appreciate the value they bring to the table, to every tier of the market. The need for value-added services remains strong, even when price is one of the primary motivators.”

“Our success depends on the support and expertise of dedicated channel partners,” Kratzberg continued. “Some are quite large, offering the full complement of resources, and others are smaller, more focused resellers. All have a role in supporting our mutual end-user customers. We realize that our customers are best served by dedicated channel partners that build relationships, provide hands-on support, and execute successful product roll outs.”

“This announcement reinforces our commitment to the core markets we serve,” concluded Kratzberg. “Our value-added partners work closely with us and have significantly influenced our product development efforts. While Epson continues to innovate, taking our design and sales expertise into new markets, we remain uniquely focused on our legacy business, and we will continue to bring innovation and dedication to every market we serve. You’ll see Epson continue to make enhancements to current products, as well as introduce new products throughout 2010.”