



Epson Introduces TM-L90 Liner-Free Compatible Label Printer

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Certified NCR Receipt on Label Media Improves QSR Efficiency, Order Accuracy, Customer Satisfaction

LONG BEACH, Calif., Oct 28, 2011 (BUSINESS WIRE) --

Today [Epson America, Inc.](#), a leading supplier of value-added Point of Sale (POS) solutions, introduced its new TM-L90 liner-free compatible label printer for quick service restaurants and other food service providers looking to speed food order preparation and accuracy. The addition of the TM-L90 liner-free compatible label printer expands Epson's growing lineup of reliable label and coupon printing solutions. Designed to print on both NCR Receipt on Label (RoL™) media solution and thermal receipt media, the new TM-L90 liner-free label printer provides a flexible, hospitality-strength, liner-free labeling solution that improves efficiency while enhancing customer satisfaction.

"QSRs look for technologies that speed the order process and reduce errors, and this solution does both," commented Mike Helm, Director of Sales and Marketing, Epson Business Systems Division. "Epson and NCR have worked closely together to ensure the TM-L90 is optimized for reliable performance with NCR adhesive media in high-volume food service applications. We look forward to getting it in front of the customers that need a highly reliable, liner-free label printing solution."

NCR Receipt on Label is the only liner-free label media officially certified for the TM-L90 liner-free label printer. NCR RoL labels "stay stuck" and are ideally suited for quick service environments such as QSRs, coffee shops, delicatessens and other restaurants. This solution is highly advantageous in these environments, as it eliminates potential safety hazards and waste associated with standard label liners. Food operators can identify customer orders on curbside or carryout bags and boxes as well as use the labels to seal and identify custom orders or sandwich wraps and to label delivery orders with order information or driving directions faster than manual methods like tape or grease pencils.

"Speed and customer satisfaction are paramount in the Quick Serve business, and NCR Receipt on Label media is the ideal solution for businesses looking to streamline their processes and improve the accuracy of customer orders," said Sean Fernandez, senior vice president and general manager, NCR Consumables. "Most food service operators experience up to 15 percent of orders with errors. This creates waste, increases costs and diminishes the loyalty of customers. NCR Receipt on Label solution - with Epson's new TM-L90 - can play a significant role in improving QSR operations."

The TM-L90 liner-free label printer offers additional benefits such as fast printing, with speeds up to 90 mm/second for labels and 170 mm/second for receipts, margin reduction options to reduce receipt size, automatic media type and paper width detection, sensor for auto cutting and modified support rollers to minimize paper jams. Additionally, the TM-L90 liner-free label printer comes with a one-year limited warranty and supports multiple interfaces, including serial, parallel, Ethernet, USB and wireless.

"This is an exciting solution that demonstrates the commitment of NCR and its partners to quick serve customers," said Paul Langenbahn, who leads the hospitality division of NCR's Hospitality & Specialty Retail line of business, which was formed when NCR acquired Radiant Systems Inc. in August 2011. "We look forward to combining this with the Radiant and Aloha products to enable our customers to improve speed of service and guest satisfaction."

The TM-L90 liner-free label printer with NCR RoL media is now available throughout Epson and NCR sales and distribution channels, including NCR's new Hospitality & Specialty Retail line of business. For more information, visit <http://pos.epson.com> or www.ncr.com.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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About Epson America, Inc.

Epson is one of the world's leading manufacturers of highly reliable point-of-service technology, including printers, precision printing mechanisms and digital image scanners. Founded in 1975 and headquartered in Long Beach, CA, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. The Seiko Epson organization is proud of its ongoing contributions to the global environment, and for the third year in a row is part of the Dow Jones Sustainability World Index - an indicator for leading companies in economic, environmental and social criteria. Epson offers the most comprehensive line of POS printers, as well as the widest selection of ENERGY STAR qualified models available today. To learn more about Epson America Business Systems Division, please visit: <http://pos.epson.com>. You may also connect with Epson America

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