

EcoTank® ET-2720 All-in-One Supertank Printer

1/4 Page Ad Callouts

EPSON®
EXCEED YOUR VISION

Save up to 80 percent on ink with low-cost replacement ink bottles¹

Cartridge-Free Printing—up to 2 years of ink with each included or replacement ink set²

Replacement ink bottle set — enough ink to print up to 4,500 pgs bk/7,500 clr³

EcoTank® ET-2720 Supertank Printer
Wireless | Print | Copy | Scan



Set of replacement bottles equivalent to about 80 individual cartridges⁴

2-year limited warranty with registration⁵

\$XXX

1 Savings and cost per ISO page are based on the cost of replacement ink bottles and the cost of enough standard cartridges to achieve the total page yields of the bottles using the MSRP (USD) and yields for Epson standard-capacity ink cartridges for similarly featured Epson consumer inkjet printers as of February 2019. Actual savings will vary based on print tasks, print volumes and usage conditions. **2** Based on average monthly document print volumes of about 125 pages. **3** Part of the ink from the included bottles is used for initial setup, yields are lower than those of replacement ink bottles. Replacement and included ink bottle yields based on the ISO/IEC 24712 pattern with Epson's methodology. Actual ink yields will vary considerably for reasons including images printed, print settings, temperature and humidity. Yields may be lower when printing infrequently or predominantly with one ink color. All ink colors are used for printing and printer maintenance, and all colors must be available for printing. For more information, visit www.epson.com/inkinfo **4** Individual cartridges estimate based on print yields of a replacement set of Black and color ink bottles as compared to Epson standard-capacity ink cartridges for similarly featured printers as of September 2018. **5** 12 months of standard limited warranty or 30,000 plain paper sheets (whichever happens first). For an additional 12 month extended service plan (total of 24 months or 30,000 plain paper sheets, whichever happens first), you must register your product and use Epson genuine ink bottles. See Limited Warranty for details.

Epson-approved copy and design, should be used exactly as shown. Use ads as space permits.

For larger or custom family ads, please contact Epson Merchandising.

Headline

The wireless all-in-one for Cartridge-Free home printing.

Mandatory Item



Optional Item(s)



Fact Tag

Bullets in order of priority (max. 30 characters, including spaces)

Epson® EcoTank® ET-2720 Supertank Printer
Wireless | Print | Copy | Scan

- Save up to 80% with low-cost replacement ink bottles¹
- Up to 2 years of ink with each included or replacement ink set²
- Replacement ink up to 4,500 pgs bk/7,500 clr³
- Set of replacement bottles equivalent to about 80 individual cartridges⁴
- 2-year limited warranty⁵
- Wireless smartphone printing⁶
- EcoFit™ bottles for easy filling
- Compact, space-saving design
- 1.44" color display
- Borderless 4" x 6" printing

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\$XXX

REMEMBER

- Epson 522 Series ink bottles
- Epson specialty paper
- USB cable



*The NPD Group, Inc., Total Channel Tracking Service, U.S. & Canada, Printers, Refillable ink tank included, based on units, August 2017 – July 2018. Supertank printers are defined as refillable ink tank printers.

EcoTank[®] ET-2720 All-in-One Supertank Printer

Ordering Information

Product Name	Product Code	UPC Code
EcoTank ET-2720 All-in-One Supertank Printer (U.S. and Canada)	C11CH42201	0 10343 94692 7
522 Black Ink Bottle	T522120-S	0 10343 94201 1
522 Cyan Ink Bottle	T522220-S	0 10343 94202 8
522 Magenta Ink Bottle	T522320-S	0 10343 94203 5
522 Yellow Ink Bottle	T522420-S	0 10343 94204 2
522 Color Multi-pack (CMY)	T522520-S	0 10343 94205 9

Product Dimensions (W x D x H) and Weight

Printing: 14.8" x 13.7" x 8.7"
Storage: 14.8" x 13.7" x 7.0"
Weight: 8.8 lb

Packaging Specifications (W x D x H)

EcoTank ET-2720 All-in-One Supertank Printer	EcoTank 522 Black Ink Bottle	EcoTank 522 Color Multi-pack (CMY)
Single Carton Dimensions 17.6" x 16.5" x 10.6"	Single Carton Dimensions 2.3" x 2.3" x 6.4"	Single Carton Dimensions 2.8" x 4.1" x 7.6"
Weight 13.1 lb	Weight 0.4 lb	Weight 0.79 lb
	Master Carton Dimensions 10.5" x 12.3" x 8.0"	Master Carton Dimensions 8.8" x 11.8" x 8.5"
	Master Carton Weight 11.2 lb	Master Carton Weight 6.8 lb
	EcoTank 522 Ink Bottle (C, M or Y)	
	Single Carton Dimensions 1.7" x 1.7" x 6.9"	
	Weight 0.3 lb	
	Master Carton Dimensions 7.4" x 12.4" x 5.8"	
	Master Carton Weight 6.5 lb	

