

Press Release

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Mitsubishi Electric's compact 'instant gift' printer opens up new business opportunities for retailers and copy shops

Mitsubishi Electric has announced the launch of its new compact high-speed CP-W5000DW digital dye sublimation printer with accompanying photo gifts and products. The CP-W5000DW is compatible with both Windows and Mac operating systems. Intended for retailers and copy shops, the printer opens up new revenue streams from the sale of instant printed photo gifts for consumers, as well as short production print-runs of leaflets, menu cards and corporate calendars for local businesses.

The new printer produces high-quality, double-sided prints in just 75 seconds which can instantly be made up into a range of personalised gifts and business photo products, so instead of waiting days for online orders, the CP-W5000DW enables retailers and copy shops to give their customers superior photo gifts and business tools in minutes.

As well as its range of photo gift products featuring picture frames, greetings cards, photobooks and calendars, the CP-W5000DW can print anything that requires a photo-finish including standard prints, leaflets, brochures, menus and party invitations. It is easy to operate and requires no specialist training making it a practical and highly cost effective way for independent retailers and copy shops to expand the services they offer their customers.

Despite being a compact, budget-friendly, desktop printer the CP-W5000DW is punching way above its weight in terms of functionality. It delivers fast, large paper capacity prints in multiple photo finish specifications. The vertical and horizontal cutters can be set to 10 different positions, producing 13 different print sizes, printed on both sides. It prints photos with remarkable sharpness, superior contrast, vivid colours and a high quality finish.

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“The CP-W5000DW has everything needed for a copy shop or retailer to increase its profits from both consumer and business customers, by offering photographic products to take-away there and then.” says Paul Jones from Mitsubishi Electric. “As a result of Mitsubishi Electric’s rich technological and hardware expertise, the company has successfully recreated the advanced functionality of a much larger and more expensive printer into this compact workhorse, effectively opening up the photo product market for smaller retailers and copy shops.”

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Click here for [CP-W5000DW technical print specifications](#)

About Mitsubishi Electric

Mitsubishi Electric is a global leader in the research, manufacturing and marketing of electrical and electronic equipment used in communications, consumer electronics, industrial technology, energy and transportation. Mitsubishi Electric's operations in the UK began more than 35 years ago and now operate primarily from its headquarters in Hertfordshire. Since then, the company has grown and expanded its network and service throughout Europe. Today, Mitsubishi Electric is helping its customers meet their challenges, through providing innovative technologies and high-quality products and solutions.