

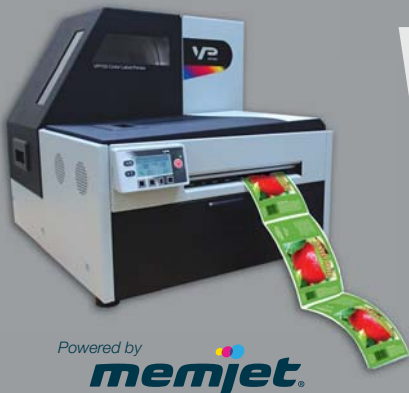
# COST TO PRINT & USAGE ANALYSIS

**SUBJECT:** VP700 vs Pre-Printed Thermal Transfer

**OBJECTIVE:** On-Demand Quality Color Labels

**CHALLENGE:** Cost Effective System

**SOLUTION:** VP700 Color Digital  
Printer & Stock Blank Labels



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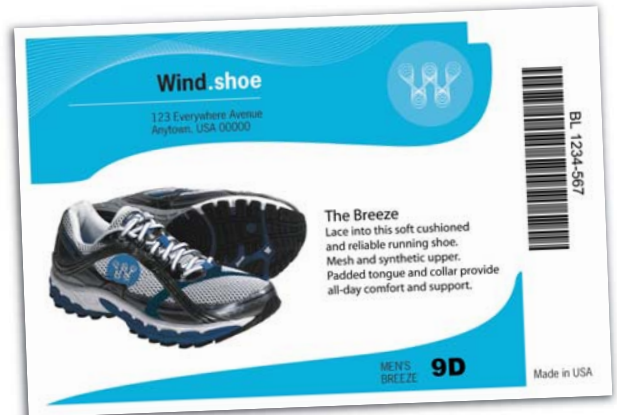
# VP700

## Digital Label Printer

# VP700 versus Pre-Printed Thermal Transfer

## JOB DESCRIPTION

Job size: ..... 10,000 labels  
 Variants : ..... 4 languages (2,500 labels/language)  
 Overprint: ..... Variable data (e.g. Serialized  
 ..... barcode, date stamp)  
 Ribbon type: ..... Wax  
 Label format: ..... 4" x 6"  
 Color: ..... 4 or 2  
 Ink Coverage: ..... About 30%  
 Raw Label Cost ranges with supplier and quantity  
 purchased: \$0.03-\$0.06 per label



### VP700 versus Thermal Transfer overprint on a four-color pre-printed label

**All-In-Cost**  
**\$2,982 for job**  
**\$0.2982 per label**

**Traditional Press**

**370% Savings**  
**versus**  
**Traditional**

**End User Cost**  
**ONLY \$806 for job**  
**\$0.08 per label**

**VP700**

### VP700 versus Thermal Transfer overprint on a two-color pre-printed label

**All-In-Cost**  
**\$2,110 for job**  
**\$0.2110 per label**

**Traditional Press**

**263% Savings**  
**versus**  
**Traditional**

**End User Cost**  
**ONLY \$806 for job**  
**\$0.08 per label**

**VP700**

### COST BREAKDOWN - 4 x 6 MMJ-120 Gloss Stock

Printing cost for 10,000 Labels/Design comprising of

* Ink*	\$0.0156 +
* Glossy Label	\$0.06 x 10,000
	= \$756

Labels printed at 1600 x 800 dpi using Premium Glossy Print mode.

To fulfill order for 10,000 labels comprising of	
* 10,000 labels printed	\$756 +
* 2 hours labor @ \$25/hour	\$50
	= \$806

\*Based on \$195/cartridge.

\*\*Amortization cost includes printer acquisition cost plus services/support/consumables cost for 3 years.

# SAMPLE LABELS



74%  
ESTIMATED  
COVERAGE



30%  
ESTIMATED  
COVERAGE



25%  
ESTIMATED  
COVERAGE



15%  
ESTIMATED  
COVERAGE

## INK CARTRIDGE YIELD

The Number Below is the Number of Labels Printed Before Replacing the First Ink Cartridge

Printing at 12ips	14,180	34,078	40,348	67,060
Printing at 6ips	11,660	33,760	39,419	55,126

## COST OF INK USED TO PRINT

Printing at 12ips (1600 x 800 dpi)	\$0.037	\$0.0156	\$0.0147	\$0.010
Printing at 6ips (1600 x 1600 dpi)	\$0.047	\$0.025	\$0.015	\$0.013

Note: Labels are 4" x 6" based on an ink price of \$195 per cartridge.

## PER LABEL COST: MMJ-120 High Gloss Stock & Various Label Sizes

Label Size	15% Ink	50% Ink	High Gloss Label	15% Total	50% Total
1.5 x 1.5	\$0.0030	\$0.0090	\$0.0125	\$0.0155	\$0.0215
2 x 4	\$0.0090	\$0.0310	\$0.0243	\$0.0333	\$0.0553
2.5 x 6	\$0.0180	\$0.0590	\$0.0580	\$0.0760	\$0.1170
3 x 2	\$0.0060	\$0.0240	\$0.0185	\$0.0245	\$0.0425
3 x 5	\$0.0180	\$0.0590	\$0.0420	\$0.0600	\$0.1010
4 x 3	\$0.0140	\$0.0470	\$0.0337	\$0.0477	\$0.0807
4 x 6	\$0.0340	\$0.0940	\$0.0639	\$0.0979	\$0.1579
5 x 7	\$0.0410	\$0.1370	\$0.0923	\$0.1333	\$0.2293
8 x 6	\$0.0570	\$0.1880	\$0.1300	\$0.1870	\$0.3180

# VP700 BENEFITS

- Eliminate obsolete pre-printed label costs.
- Reduce or eliminate management of pre-printed stocks.
- Reduce lead times for new copy/revisions using just-in-time digital versus pre-printed stock.
- Improve quality and appearance of your labels as compared to thermal transfer over print.
- Integrate label printing with pack and production lines.



Stock and  
Custom  
Pre-Die-Cut  
Memjet Labels  
Available

