

PRINTER PAYBACK EXAMPLE

The ability to print-on-demand and avoid costs associated with traditional label printing methods which require minimum order requirements, printing set-up and wash up fees allows digital label printing to be the more cost-effective solution on short to medium print runs. Traditional printing services have always had minimum quantity order requirements to meet however, in today's world clients are geared more toward the print on demand model which allows them to only order what they need when they need. Because of the flexibilities found in solutions like our VP600 label printer, customers and brand owners no longer have these sorts of constraints therefore providing service offerings which are more inline with their business needs and requirements.

The following example is of an average 3" x 5" label in printed quantities ranging from 5,000 per month. This example shows how in as little as 2 to 4 months using the VP600 digital label printer a customer can recapture their investment of \$4,995 assuming the cost per label savings and monthly print volumes are inline with this example.

Printer Price **\$4,995.00**



VP600 Payback Period in Months

Saving/Label	Production Labels/Month					
	500	1,000	2,000	5,000	8,000	10,000
\$0.10	99.9	50.0	25.0	10.0	6.2	5.0
\$0.20	50.0	25.0	12.5	5.0	3.1	2.5
\$0.30	33.3	16.7	8.3	3.3	2.1	1.7
\$0.50	20.0	10.0	5.0	2.0	1.2	1.0
\$0.80	12.5	6.2	3.1	1.2	0.8	0.6

VP600 Cost per Print

Label Name America's Favorite
 Label Size: 3" x 5"
 Media Type: Gloss Paper Label
 Ink Cost: \$0.028
 Media Cost: \$0.020

 Total Cost: \$0.048

Retail Price Range: \$0.27 - \$0.55



Printer payback in this example is as little as 2 to 4 months.

The VP600 Digital Label Printer

High performance affordable color label printer!



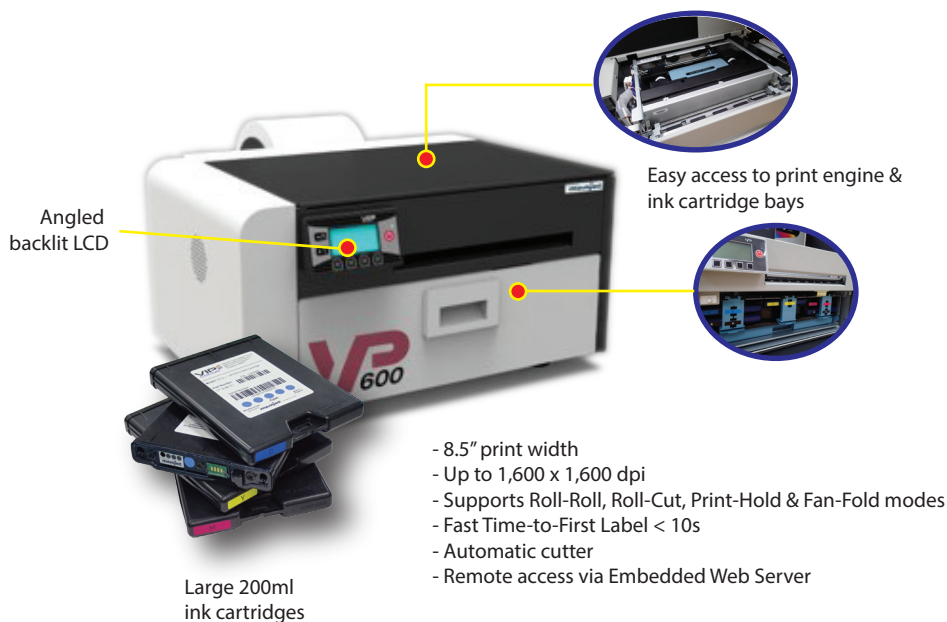
The VP600 is our newest industrial color label printer.

Powered by Memjet Inkjet Technology, the VP600 prints high quality labels at blazing speed. It's not only easy to use but offers the lowest acquisition cost of our VP Series printer family.

Whether you are a brand owner, a label converter or a print house, the VP600 empowers you to print labels and create sharp product packaging on demand and in the exact quantity needed.

Engineered for high performance but yet priced within the reach of most small-medium enterprises. Manufacturers struggling today with high pre-printed label costs and wastage linked with their wide product offerings will find VP600 the must have printer.

The label printer is compact yet ruggedly built with high grade steel making it suitable for use in many production environments.



PRINTER HIGHLIGHTS

VP600 Digital Label Printer

PERFORMANCE

Print Speed:	6" or 8" per second
Resolution:	1600x1600 or 1600x800 dpi
Ink:	5 individual 200ml tanks (CMYKK)
Time to First Label:	Less than 10s
Power Supply:	Universal power supply - 100 - 240 Vac, Peak current < 4A
Connectivity:	USB 2.0, Ethernet, GPIO
Print Driver:	Windows driver to allow use with most label design software
Barcode PQ:	1D barcode ≥ Grade B (Code 39) with 10 mils bar width 2D barcode ≥ Grade B (PDF417) with 10 mils cell size

MEDIA HANDLING

Print Modes:	Roll to Roll, Roll to Cut, Print to hold
Media Width:	2" minimum to 8.5" maximum
Media:	Roll (Continuous, Die-cut), Fan-fold
Media Length:	40" continuous/roll to roll, 8" roll to cut/print to hold
Media Thickness:	0.1 - 0.3 mm
Supported Medias:	Gloss, matte paper, synthetics and many more. Call for more info
Sensor Type:	Gap, Reflective sensor for black mark

WARRANTY & SUPPORT

Warranty:	12 months warranty or 5 million inches (whichever comes first)
Support:	Installation, training and service plans available through reseller



VIPColor Technologies

1621 Barber Lane, Milpitas, CA 95035

(800) 404-3185

www.vipcolor.com

Contact us at: sales@vipcolor.com for more information