

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 VP650 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 printed in quantities of 5,000. This example shows how in as little as 2.1 to 3.5 months using the VP650 digital label printer a customer can recapture their investment of \$5,295 assuming the cost per label savings and monthly print volumes are inline with the following example.

Printer price		\$5,295.00					
VP650 Payback Period in Months							
Saving/Label	Production Labels/Month						
	500	1,000	2,000	5,000	8,000	10,000	
\$0.10	105.9	53.0	26.5	10.6	6.6	5.3	
\$0.20	53.0	26.5	13.2	5.3	3.3	2.6	
\$0.30	35.3	17.7	8.8	3.5	2.2	1.8	
\$0.50	21.2	10.6	5.3	2.1	1.3	1.1	
\$0.80	13.2	6.6	3.3	1.3	0.8	0.7	



VP650 Cost per Print

Label Name: America's Favorite
 Label Size: 3" x 5"
 Media Type: Gloss Paper Label
 Ink Cost: \$0.021
Media Cost: \$0.020
 Total Cost: \$0.041

Retail Price Range: \$0.27 - \$0.55



Printer payback in this example is approximately 2.1 to 3.5 months.

The VP650 Digital Label Printer

VP650 helps you scale your business dynamically and profitably



The VP650 is the only printer your need!

The VP650 is VIPColor Technologies next generation of digital print-on-demand color label printer with Enhanced Water Resistance Print Technology.

Building on the proven technology of our bestselling VP700, it utilizes Enhanced Water Resistance Print Technology that produces vibrant colored labels. The result is great looking color labels that are suitable for Chilled Food & Beverage, Animal Care, Cleaning Products, Chemicals, Pharmaceutical products and most moisture exposed products.

The VP650 combines the performance and reliability of VP700 industrial color label printers, with the new improved ink system that gives better water (and many solvent) resistant labels, compared to other dye ink printers and longer lasting printhead versus first generation of Memjet printers. Ruggedly designed yet intuitive for in-house label production and private labelling needs, the VP650 brings fast, affordable color printing to any print environment.



1,000 6 x 4" Labels
in 10 mins
(Roll-to-Roll)



Fewer Replacement
with Large 200ml
Water Resistant Ink
Tanks



Expressive Color
and Crisp Text at
1,600 x 1,600 dpi

PRINTER HIGHLIGHTS

VP650 Digital Label Printer

PERFORMANCE

Print Speed:	6" and 8" per second
Resolution:	1600x1600 or 1600x800 dpi
Ink:	Enhanced Water Fast Inks in individual 200 ml CYMCK ink cartridges
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 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



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