

VP650 PAYBACK CHART



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 todays 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.

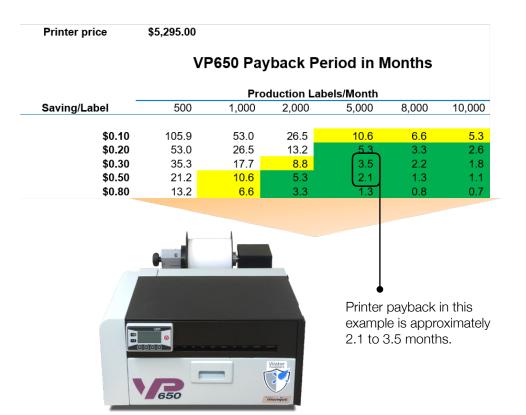
The following example is of an average 3" x 5" label printed in quantities of 5,000. This example shows how in as little as 2.1 to 3.5 months using the VP650 digital label printer a customer can recapture their investment of \$5,295 assuming the cost per label savings and monthly print volumes are inline with the following example.



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



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

VIP COLOR

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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 CYMKK 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

Support:

Warranty: 12 months warranty or 5 million

inches (whichever comes first)
Installation, training and service

plans available through reseller