

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 VP700 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 8,000. This example shows how in as little as 4 to 5 months using the VP700 digital label printer a customer can recapture their investment of \$7,995 assuming the cost per label savings and monthly print volumes are inline with the following example.



Printer Price \$7,995.00

VP700 Payback Period in Months

Saving/Label	Production Labels/Month					
	500	1,000	2,000	5,000	8,000	10,000
\$0.10	159.9	80.0	40.0	16.0	10.0	8.0
\$0.20	80.0	40.0	20.0	8.0	5.0	4.0
\$0.30	53.3	26.7	13.3	5.3	3.3	2.7
\$0.50	32.0	16.0	8.0	3.2	2.0	1.6
\$0.80	20.0	10.0	5.0	2.0	1.2	1.0

VP700 Cost per Print

Label Name America's Favorite
 Label Size: 3" x 5"
 Media Type: Gloss Paper Label
 Ink Cost: \$0.020
 Media Cost: \$0.020
 Total Cost: \$0.040

Retail Price Range: \$0.27 - \$0.55



Printer payback in this example is approximately 3 to 5 months.

Scan here to see
VP700 in action



The VP700 Digital Label Printer

Helping customers take control of their label printing needs!



The VP700 is our best-selling industrial color label printer!

Powered by Memjet Inkjet Technology, the VP700 prints high quality labels at blazing speed. It's not only easy to use but delivers the lowest total cost of ownership for printer of its class.

Whether you are a brand owner, a label converter or a print house, the VP700 empowers you to print labels and create sharp product packaging on demand and in the exact quantity needed.

The VP700 Digital Label Printer is excellent for Build-to-order/Build-on-demand supply management where there are hundreds of product variants and offerings including private labels. Printing at 12 ips, you can print thousands of labels literally in minutes! Large 250 ml individual ink tanks reduce frequent need for ink replenishment.

The label printer is ruggedly built with high grade steel making it suitable for use in a production environment.



PRINTER HIGHLIGHTS

VP700 Digital Label Printer

PERFORMANCE

Print Speed:	Up to 12" per second
Resolution:	1600x1600 or 1600x800 dpi
Ink:	5 individual 250ml 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 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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