

PRISMJET VJ48 Rapid R.O.I.

Basic Operating Costs:

- Average ink cost: 25¢/sf
- Average media cost for poster paper: 13-30¢/sf
- Average media cost for calendered vinyl: 16-35¢/sf
- Average media cost for cast vinyl: 85¢-\$1.00/sf
- Average media cost for outdoor banners: 12-35¢/sf
- Average media cost for backlit film: 75¢/sf
- Average media cost for artist canvas: \$1.00/sf
- Average media cost for backlit film: 75¢/sf



Profit, Production, & R.O.I. Potential for Common Applications

Banners:

Daily production potential in banner2 mode is 35 3' x 8' banners per day. *

Material cost for each banner, including ink, media, grommets and hem tape, is \$13.83.

The average retail value of finished banners is \$8.00/sf.

Each finished banner is worth \$192.00 (not counting design fees)

Gross profit per banner is \$178.17 (not counting labor cost) so the day's production is worth \$6,720.00.

Considering a labor cost of \$180.00/day, the daily gross profit potential is \$6,050.00

At only 10% of the printer's capacity, you can generate over \$2,200/week in gross profit.

At this conservative rate, you can achieve 100% R.O.I. in less than five weeks.

* Based on six hours per day of print production at 143 sf/hour

Commercial Vinyl Signage:

Daily production potential in graphics 2 mode is 15 4' x 8' printed signs per day. **

Ink and Media cost for each sign, using PrismJET 222 6th vinyl, is only \$17.60.

The average retail value of finished commercial signage is \$8.00/sf.

Each sign is worth \$256.00 (not counting design fees and installation charges)

Gross profit per sign is \$238.40 (not counting labor cost) so the day's production is worth \$3,576.00.

Considering a labor cost of \$180.00/day, the daily gross profit potential is \$3,396.00

At only 10% of the printer's capacity, you can generate over \$1,700/week in gross profit.

At this conservative rate, you can achieve 100% R.O.I. in less than six weeks.

** Based on six hours per day of print production at 83 sf/hour.

Vehicle Wraps:

Based on an estimated 250 sf of media per wrap, daily print production potential in graphics 2 mode is enough vinyl for two vehicle wraps per day. *** Due to the more complex nature of vehicle wraps, average production is limited not by print speed, but by the skill of the installers. An installation rate of one per day is a good target for beginners. Skilled installers using speed wrap techniques can triple that volume.

Ink and media cost, using cast vinyl and matching overlaminated film, is approximately \$425.00 per wrap. The average retail value of a vehicle wrap is \$3,500 - \$5,000 (not counting design fees).

Gross profit, after installation and labor is \$2,325.00 per installed wrap

If you only wrap one vehicle per week, you can achieve 100% ROI in less than 3 months.

*** Based on six hours per day of print production at 83 sf/hour.