



GUIDE TO CHOOSE THE OPTIMAL PRINTER, BASED ON VOLUME OF LABELS/MONTH

MSRP VP700 = 6.995,00 EUR
 MSRP VP600 = 4.450,00 EUR

Example on Label 75x105mm approx. 25% colour coverage



- a. Ink cost at VP700 0,0051 EUR/label
- b. Ink cost at VP600 0,0085 EUR/label

Ink cost difference (b - a)--> 0,0034 EUR/label
 MSRP difference (VP700 - VP600) 2.545,00 EUR/label
PAYBACK, based on usage of ink 748.529 Labels

Target of Payback = 24 months

Months to get the target, based on volume of labels/month

2.000	4.000	6.000	8.000	10.000	12.000	14.000	16.000	18.000	20.000	22.000	24.000	26.000	28.000	30.000	32.000
374,3	187,1	124,8	93,6	74,9	62,4	53,5	46,8	41,6	37,4	34,0	31,2	28,8	26,7	25,0	23,4

>> To get a payback within 24 months, the customer should print 32.000 labels/month

More than 32.000 labels/month = best option is VP700
 Less than 32.000 labels/month = best option is VP600

Example on Label 105x148mm approx. 25% colour coverage



- a. Ink cost at VP700 0,0116 EUR/label
- b. Ink cost at VP600 0,0193 EUR/label

Ink cost difference (b - a)--> 0,0077 EUR/label
 MSRP difference (VP700 - VP600) 2.545,00 EUR/label
PAYBACK, based on usage of ink 330.519 Labels

Target of Payback = 24 months

Months to get the target, based on volume of labels/month

2.000	4.000	6.000	8.000	10.000	12.000	14.000	16.000	18.000	20.000	22.000	24.000	26.000	28.000	30.000	32.000
165,3	82,6	55,1	41,3	33,1	27,5	23,6	20,7	18,4	16,5	15,0	13,8	12,7	11,8	11,0	10,3

>> To get a payback within 24 months, the customer should print 14.000 labels/month

More than 14.000 labels/month = best option is VP700
 Less than 14.000 labels/month = best option is VP600

Example on Label 210x148mm approx. 25% colour coverage



- a. Ink cost at VP700 0,0207 EUR/label
- b. Ink cost at VP600 0,0345 EUR/label

Ink cost difference (b - a)--> 0,0138 EUR/label
 MSRP difference (VP700 - VP600) 2.545,00 EUR/label
PAYBACK, based on usage of ink 184.420 Labels

Target of Payback = 24 months

Months to get the target, based on volume of labels/month

2.000	4.000	6.000	8.000	10.000	12.000	14.000	16.000	18.000	20.000	22.000	24.000	26.000	28.000	30.000	32.000
92,2	46,1	30,7	23,1	18,4	15,4	13,2	11,5	10,2	9,2	8,4	7,7	7,1	6,6	6,1	5,8

>> To get a payback within 24 months, the customer should print 8.000 labels/month

More than 8.000 labels/month = best option is VP700
 Less than 8.000 labels/month = best option is VP600

Example on Label 75x105mm approx. 90% colour coverage



- a. Ink cost at VP700 0,0212 EUR/label
- b. Ink cost at VP600 0,0354 EUR/label

Ink cost difference (b - a)--> 0,0142 EUR/label
 MSRP difference (VP700 - VP600) 2.545,00 EUR/label
PAYBACK, based on usage of ink 179.225 Labels

Target of Payback = 24 months

Months to get the target, based on volume of labels/month

2.000	4.000	6.000	8.000	10.000	12.000	14.000	16.000	18.000	20.000	22.000	24.000	26.000	28.000	30.000	32.000
89,6	44,8	29,9	22,4	17,9	14,9	12,8	11,2	10,0	9,0	8,1	7,5	6,9	6,4	6,0	5,6

>> To get a payback within 24 months, the customer should print 8.000 labels/month

More than 8.000 labels/month = best option is VP700
Less than 8.000 labels/month = best option is VP600

Example on Label 105x148mm approx. 90% colour coverage



- a. Ink cost at VP700 0,0409 EUR/label
- b. Ink cost at VP600 0,0683 EUR/label

Ink cost difference (b - a)--> 0,0274 EUR/label
MSRP difference (VP700 - VP600) 2.545,00 EUR/label
PAYBACK, based on usage of ink 92.883 Labels

Target of Payback = 24 months

Months to get the target, based on volume of labels/month

2.000	4.000	6.000	8.000	10.000	12.000	14.000	16.000	18.000	20.000	22.000	24.000	26.000	28.000	30.000	32.000
46,4	23,2	15,5	11,6	9,3	7,7	6,6	5,8	5,2	4,6	4,2	3,9	3,6	3,3	3,1	2,9

>> To get a payback within 24 months, the customer should print 4.000 labels/month

More than 4.000 labels/month = best option is VP700
Less than 4.000 labels/month = best option is VP600

Example on Label 210x148mm approx. 90% colour coverage



- a. Ink cost at VP700 0,0829 EUR/label
- b. Ink cost at VP600 0,1384 EUR/label

Ink cost difference (b - a)--> 0,0555 EUR/label
MSRP difference (VP700 - VP600) 2.545,00 EUR/label
PAYBACK, based on usage of ink 45.856 Labels

Target of Payback = 24 months

Months to get the target, based on volume of labels/month

2.000	4.000	6.000	8.000	10.000	12.000	14.000	16.000	18.000	20.000	22.000	24.000	26.000	28.000	30.000	32.000
22,9	11,5	7,6	5,7	4,6	3,8	3,3	2,9	2,5	2,3	2,1	1,9	1,8	1,6	1,5	1,4

>> To get a payback within 24 months, the customer should print 2.000 labels/month

More than 2.000 labels/month = best option is VP700
Less than 2.000 labels/month = best option is VP600

- * Estimated prices in EURO, it may change on different designs , driver settings, different colour coverage or different mix of colours
- * Prices at suggested end-user price (EMEA area)
- * Do not include ink for servicing or cleaning routines