

Production print price considerations



Overall, inkjet printing is nearly half the cost (57%) of offset printing, and can save you 24% in costs from similar toner-based printers.

How to work out your TCO

Total Cost of Ownership is the first step towards realizing your Return on Investment

$$(C) - RV = TCO$$

$$(\text{Purchase Cost} + \text{Cost of Operation} + \text{Cost of Maintenance} + \text{Cost of Downtime} + \text{Cost of Production}) - \text{Remaining Value} = TCO$$

How to work out your ROI

What's the true value of your printing solution?

$$[(GP) - P \times 12] \div PL - TCO = ROI$$

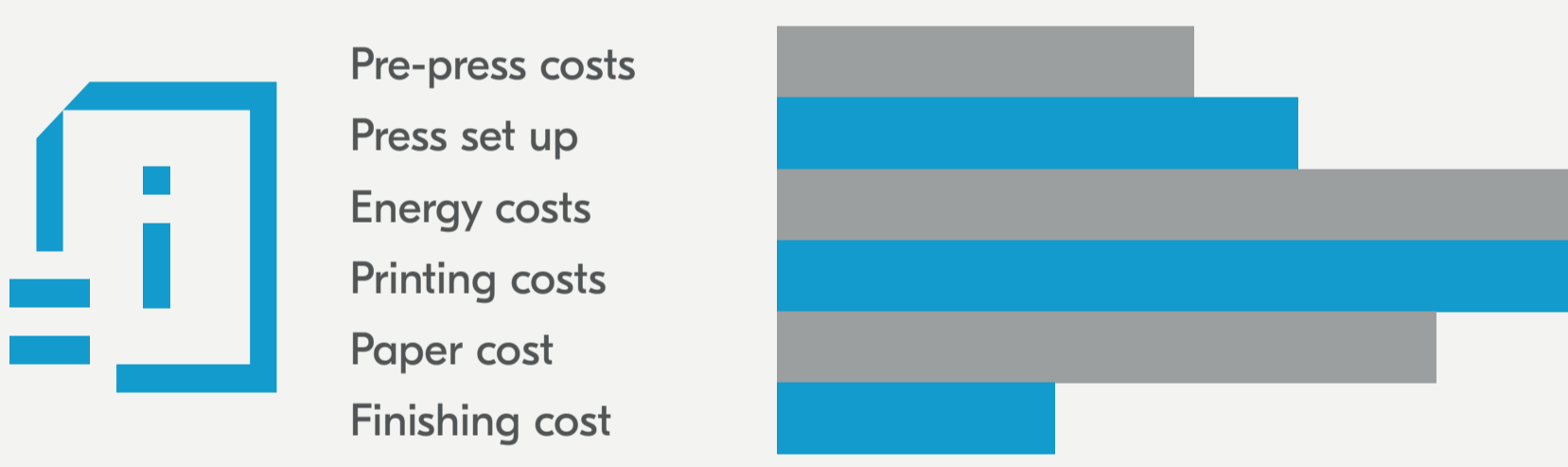
$$\left[\left(\frac{\text{Gross Profit for one month}}{\text{Sales}} \right) - \left(\frac{\text{Production Costs for one month}}{\text{Paper Costs, Ink Costs, Labour}} \times 12 \right) \div \left(\frac{\text{Printer Lifetime Reliability Sustainability}}{\text{PL}} \right) \right] - TCO = ROI$$

Visible Costs

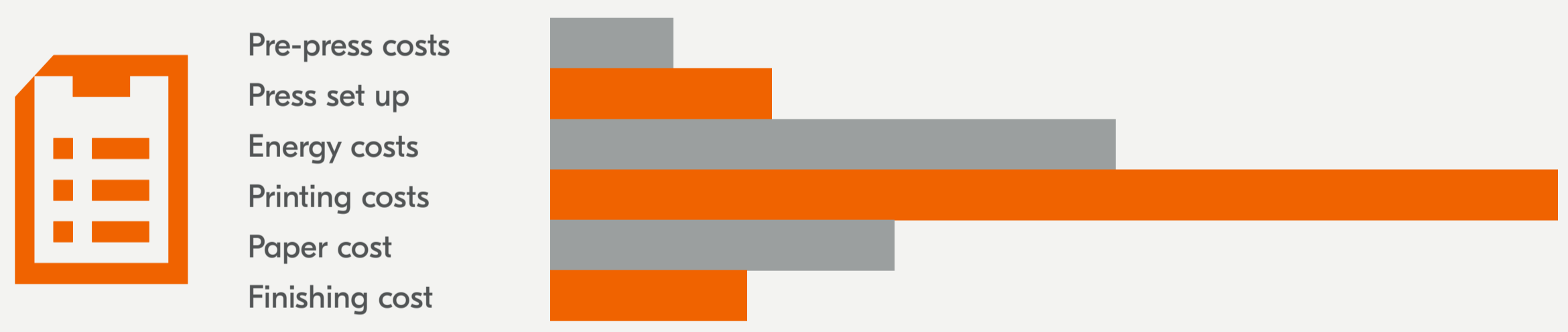
Purchase and installation

Invisible Costs

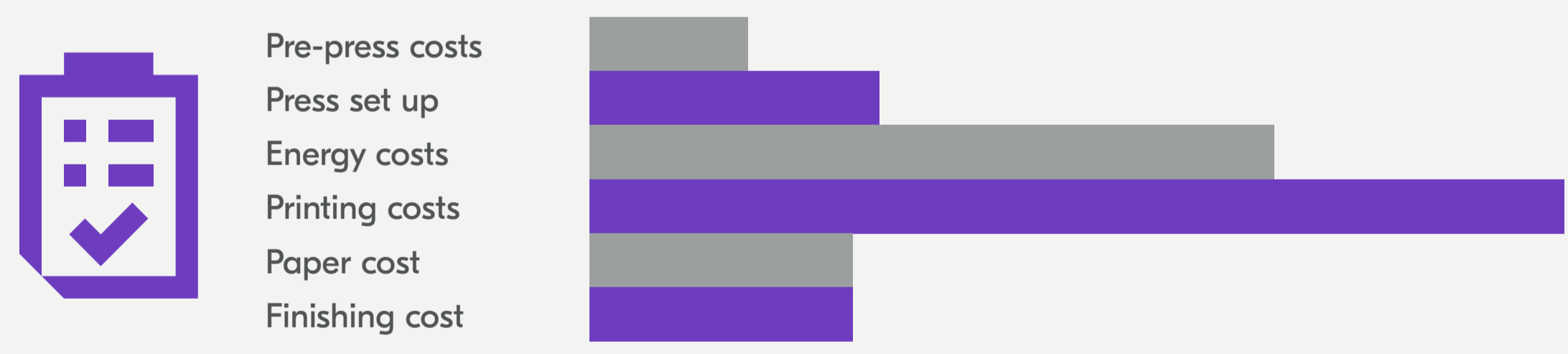
Offset Cost % of Investment



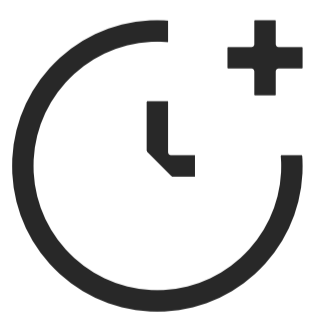
Toner Cost % of Investment



Inkjet Cost % of Investment



Top 5 Variable Considerations for Production Printing



Investment Time

How long do you expect to use the printing solution



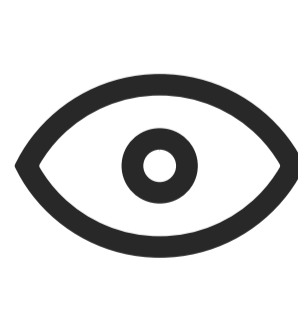
Black and White or Color printing

Are you printing with or without color?



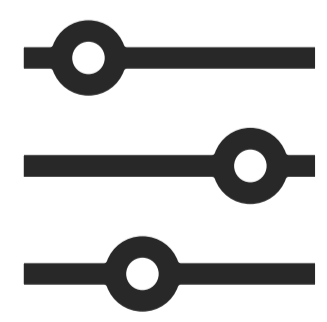
Coverage of page

Are you printing pictures or text - how much of the page will be covered in ink?



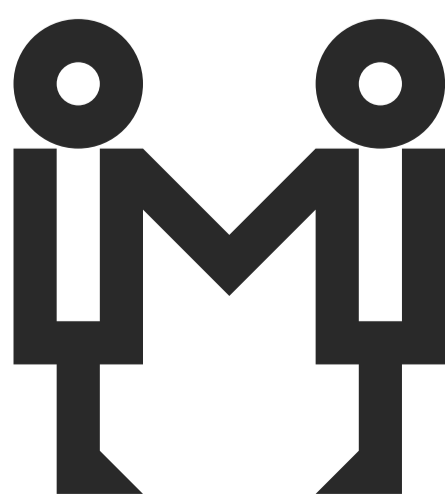
Labour

How many operators does the printer need?



Productivity and Uptime

How often can the printer work before it needs to be maintained?



Our experts can show you how to generate a strong return on investment using Inkjet technology.

Get in Touch

