

# 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?

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

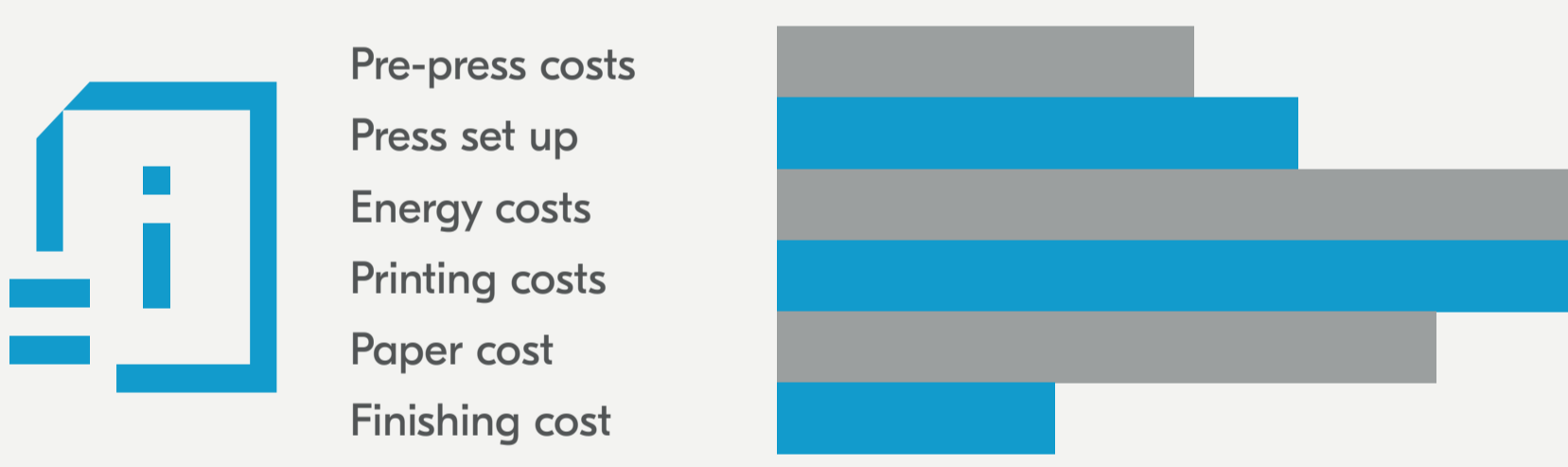
$$\left[ \left( \frac{\text{Gross Profit for one month}}{\text{Sales}} \right) - \left( \frac{\text{Production Costs for one month}}{\text{Paper Costs, Ink Costs, Labour}} \times 12 \right) \div \left( \frac{\text{Printer Lifetime Reliability Sustainability}}{\text{PL}} \right) \right] - TCO = ROI$$

### Visible Costs

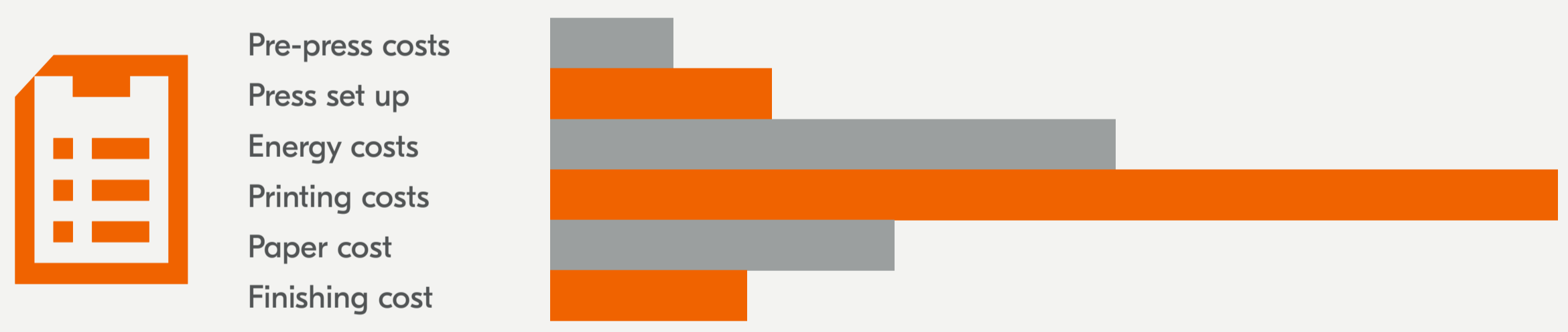
Purchase and installation

### Invisible Costs

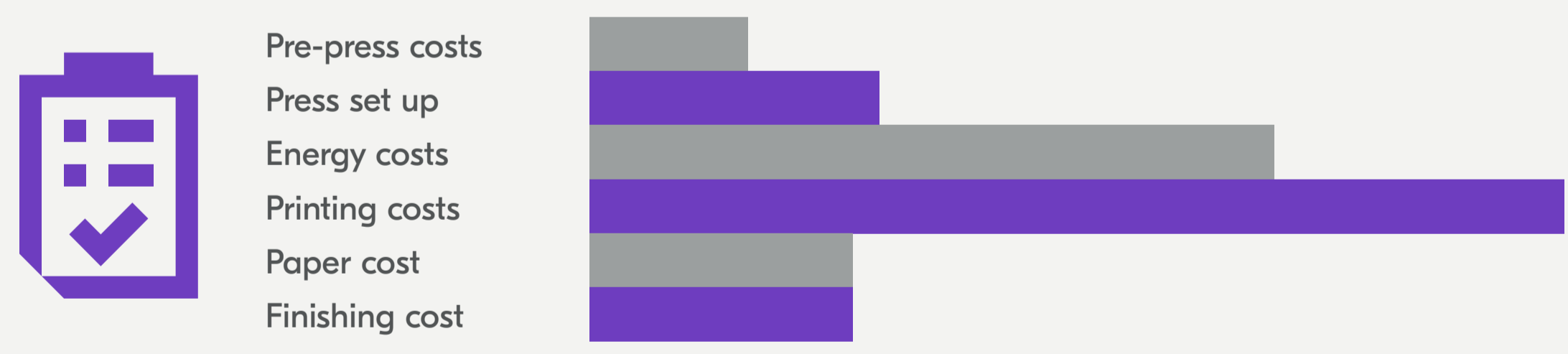
#### Offset Cost % of Investment



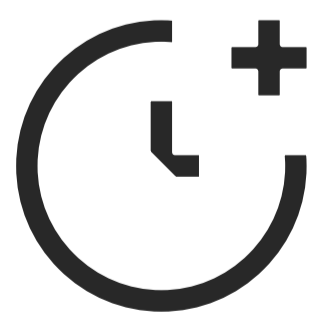
#### Toner Cost % of Investment



#### Inkjet Cost % of Investment



## Top 5 Variable Considerations for Production Printing



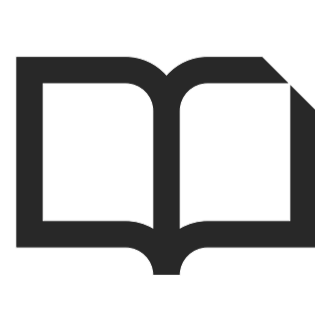
### Investment Time

How long do you expect to use the printing solution



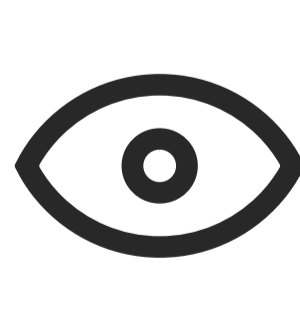
### Black and White or Color printing

Are you printing with or without color?



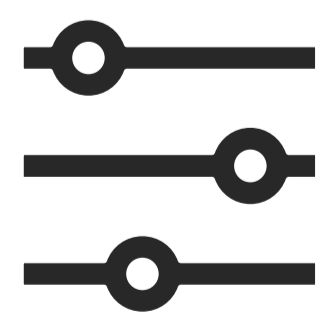
### Coverage of page

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



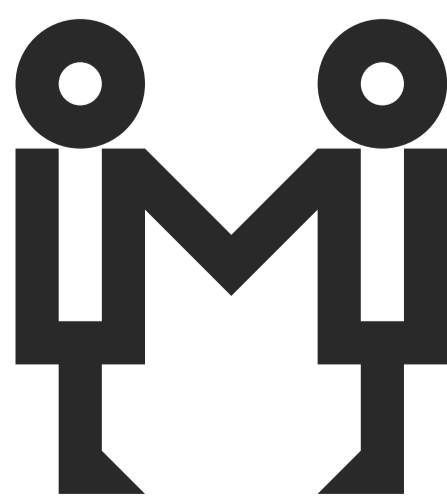
### Labour

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

