

Low Ink Prices And Slow Printers... Do You Really Save In the Long Run?

Why It Sounds Good...

1. The inks cost less.
2. The printer costs less.

Why It Isn't As Good As It Sounds...

1. The actual savings is not as much as you might think (see chart to right). Signs are not priced by their costs - but rather by what the market will bear. 720 dpi prints look substantially better than 300 dpi prints. Sign buyers are getting more and more sophisticated. Consequently, prices for low resolution prints, low resolution inks, and low resolution printers are falling drastically. Don't be enticed to buy old technology just because the printer or ink price is low.
2. You can probably sell a 720 dpi sign for more than a 300 - 400 dpi print - which will negate the lower cost of ink for a low resolution printer.
3. Printing one more sign per day will also make you more money than saving ink by buying a slow, low resolution printer. The ColorPainter 64S can print substantially more prints per day than low resolution printers.

	ColorPainter 64S	Oce Arizona 90	DGI VT II 62
Prints In 6 hours	112	57	39
Resolution	720 dpi	309 dpi	400 dpi
Profit Per Print	\$49.88	\$51.23	\$51.23
Profit Per Day	\$5,586	\$2,920	\$1,998

As you can see, the profit generated by a fast, high resolution printer easily makes up for the slightly higher price of a high speed ink. Why risk losing customers by trying to sell low resolution prints at discount prices? Wouldn't you be better off selling a print you could be proud of at a higher profit?



**High Speed 720 dpi
ColorPainter 64S**

Ink Cost in A Real World Application

33" x 41" Vinyl Sign

Here is a comparison between Seiko I Infotech EG-Outdoor Ink, Mimaki JV3 Ink, and a sample discount ink.

Mfg	SIIT	Mimaki	Discount
Printer	ColorPainter	JV3	n/a
Ink	EG-Outdoor	Solvent	Solvent
List Price of Ink Per Liter	\$299.95	\$334.00	\$150.00
Ink Cost Per ML	\$0.30	\$0.33	\$0.15

In a scientific test, ink usage of the image shown below printed at 720x720 dpi at 33" x 41" was as follows*:

6 Color image printed on adhesive vinyl at 720x720 dpi at 33" x 41" (9.4 square feet)



Mfg	SIIT Ink	Mimaki Ink	Discount Ink*
Ink Used	11.4 ml	13.8 ml	13.8 ml
Cost per ml	\$0.30	\$0.33	\$0.15
Total Ink Cost	\$3.42	\$4.55	\$2.07
Cost per SF	\$0.36	\$0.48	\$0.22
Total Media Cost (vinyl)	\$3.10	\$3.10	\$3.10
Total Cost	\$6.52	\$7.65	\$5.17
Sign Sold For	\$56.40	\$56.40	\$56.40
Margin Per Sign (less labor)	\$49.88 87.0%	\$48.75 84.3%	\$51.23 89.9%
Savings Per Sign with Discount Ink	\$1.35 2.3%	\$2.48 4.4%	n/a

* ink usage of discount ink was estimated to be similar to Mimaki JV3 ink for this comparison - actual usage may vary by mfg.