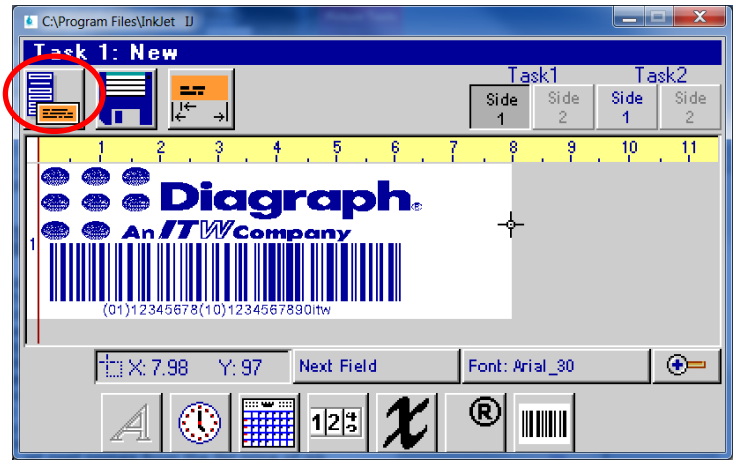
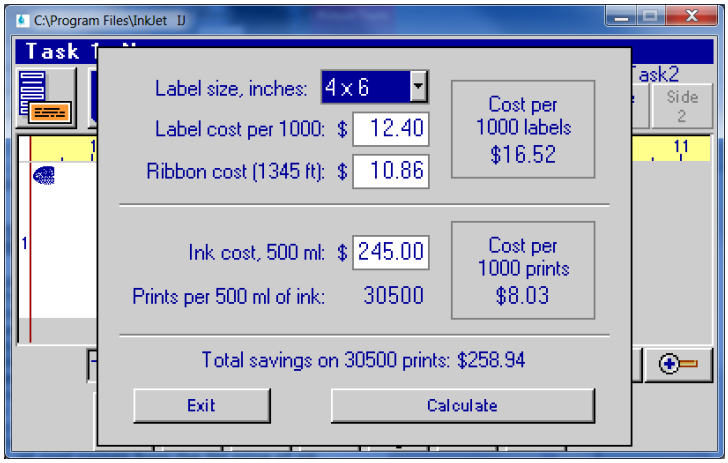
DUK 10: Cost Comparison Tool for Ink Jet and Labels





Did you know? that a cost comparison calculator is built into the IJ3000 PC GUI software? This sales tool provides a quick and easy way for salesmen to illustrate the cost differences between ink jet and labeling solutions. Here's a quick example of how it works:

1. The cost comparison tool will calculate comparisons for 4X2 and 4X6 labels since these two sizes make up approximately 60% of sizes used.
2. The example here uses the 4X6 size for comparison.
3. User builds the ink jet version of the message using the PCGUI to approximate as closely as possible the label being compared to.
4. To compare the costs the following steps are taken:
   a. User holds the shift key while clicking the "message" icon.
   b. User then selects the "ink usage" icon from the message menu popup.

   c. Comparison calculator window appears.
   d. User selects label size and enters known costs for the label and ribbon or lets calculator default to embedded costs. (default ribbon and label costs are from ITW Labels list pricing)
   e. When cost and size information are entered, user selects "calculate" button to see total savings. Savings are calculated based on number of prints for the message as calculated for a 500 ml bottle of ink.

**Note: for a more thorough treatment of how to do an ROI for ink jet vs labeling applications see Technical Bulletin T-05-12.