




ROI: Retail Labels vs. Custom Inkjet Labels

HellermannTyton



THE PROJECT:

Purchasing labels as needed vs. printing as needed on the HellermannTyton CIJ4800 system (**1,000 total 4x6-in industrial-grade labels** over the course of **one year**).

Options	Avg. cost, each
 <p>Buy online as needed</p>	\$4.75
 <p>Print in-house on CIJ4800</p>	\$0.94
 <p>Savings</p>	\$3.81 per label \$3,810 per year*
Complete CIJ4800 Printing System	\$1,600**
Net savings in one year	\$2,210

* 1,000 labels ** Suggested retail, starter system

TAKEAWAYS:

Major savings – even with cost of printer figured in.

Labels available on-demand – no waiting.

Instantly replace damaged/lost labels.

THE PIGMENT-BASED INK ADVANTAGE

Pigment-based ink is formulated for industrial-duty applications to withstand exposure to chemicals, solvents, water and excessive UV light.

Pigment-based inks give you a competitive advantage versus consumer-grade dye-based inks; cartridges are only available thru OEM partners like HellermannTyton.

While both inks will initially perform well, dye-based inks tend to bleed and are unsuitable for UV exposure.