

*Technology Tomorrow***Another Profit Center—Pictures on Metal***John Larish*

Putting a photograph on a bracelet or medallion was once a job that required chemicals, etching compounds and some darkroom time, but there is now a technology that can create a new profit center for you and that takes up little more than a square foot of work space.

The Roland MPX-70 Metaza impact printer uses carbide cutting tools to engrave up to 3.5x3.5-inch metal. Rhodium is one of the best and easiest metals to cut, but with the right hardness level, gold, silver, platinum, brass and aluminum can also be used for output.

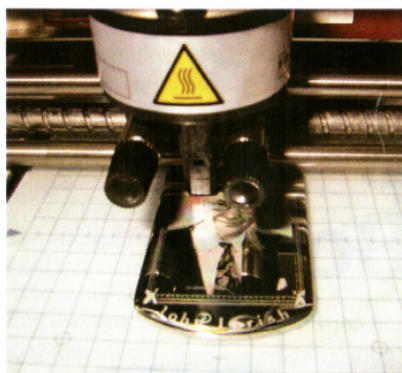
From Photo Medallions to Bracelets

So what do you do with this metal-cutting machine? Well, right off the bat, as you already know, photographs make wonderful gifts. Imagine favorite pictures

Only your imagination limits the market you can find for this unique metal-writing machine.

on key chains, necklaces, bracelets and even as pull tags for briefcases or suitcases. It can open a whole new segment of novelty, add-on photo items.

What makes the Metaza printer a good value is that it's bundled with its own software that will plug into any USB-compatible Windows computer. Also, the life of



A self-adhering surface holds metal plates securely during the engraving process

the carbide metal-cutting head is unique because it comes with nine cutting tools built in that automatically change themselves after a certain amount of usage. It is



The Metaza printer takes a little over a square foot of counter space and has a drop down cover to reduce cutting noise

estimated by the company that you would probably get a year and a half of everyday operation from a printhead, and the print head is user replaceable, costing \$499. Maintenance cost is low. And, the machine itself, besides being compact, uses a simple self-adhering panel that holds metal to be engraved without any complicated devices, so the learning curve is also low.

Only your imagination limits the market you can find for the output. I've mentioned bracelets, medallions and hangers engraved with photographs, however, not just photographs but also company logos could be scanned and written to the metal plates.

The Metaza printer, priced at \$3,995, comes with everything you need to get going, including a package with a written business primer, professional software and advertising support for in-store, as well as a starter kit of blanks, templates and other materials to get you started doing professional work right out of the box.

Most photographs will take five or six minutes to engrave, so that you can do 10 to 15 finished products an hour. Depending on your pricing structure, you could easily see \$100 to \$200 an hour of gross revenue with a significant profit margin that will be a pleasant surprise.

With a Roland Metaza printer, only your creativity will limit the number of photographic applications for the metal output of this unique metal-writing machine. □