

Making Money

with the MPX-70 Metaza
Impact Printer

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Plan for Profits

The MPX-70 Metaza Impact Printer is Roland BizTools® Certified. That means that, rather than just a piece of equipment, the MPX-70 is a complete business solution. It comes with everything you need to start and run a successful business.

In this Roland Biz Guide, we've even created a smart business plan that includes valuable information from industry experts, and market research that identifies potential customers and explains the best ways to sell to them.

We have also included detailed information on everything you get in your Complete Business Start-Up Kit, from bundled software and materials to training and merchandising support. Each element is vital to the success of your business. Together, they deliver a complete solution for a profitable business you can launch today!



In this Biz Guide:

- Complete Business Start-Up Kit
- Market Research & Overview
- Case Study: Photo Market
- Case Study: Kiosk Market
- Roland Certified Materials



Complete Business Start-Up Kit

The MPX-70 is a production volume desktop device that permanently imprints photos into everything from jewelry and awards to key chains and Zippo® lighters. Roland's advanced impact technology makes it ultra-quiet and leaves no mess. But that's just the beginning!

The MPX-70 comes with a Complete Business Start-Up Kit — everything you need to operate a successful personalization business, whether it's a jewelry store, specialty retail, mall kiosk, or portrait studio. Here's what's included:

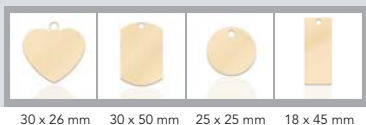


1 Software

Bundled Dr. METAZA2 photo-editing software makes it easy to manage images and add text, frames and borders. It even allows users to remove backgrounds and rotate text and images. The software imports data files in JPEG or BMP format and accepts data from digital cameras and compatible scanners. You won't need any other program.

2

Material Starter Kit



30 x 26 mm 30 x 50 mm 25 x 25 mm 18 x 45 mm



15 x 25 mm 15 x 30 mm 44 x 30 mm 20 x 30 mm



20 x 30 mm 30 x 33 mm 25 x 33 mm 15 x 20 mm



22 x 22 mm 80 x 80 mm 22 x 36 mm 25 x 25 mm



51 x 47 mm 40 x 55 mm 45 x 70 mm 36 x 34 mm



33 x 33 mm 75 x 50 mm 44 x 43 mm 39 x 39 mm



35 x 60 mm 20 x 35 mm 20 x 30 mm



All pendants are available in gold, nickel and rhodium plated material.

The MPX-70 comes with over \$2,000 of built-in profit potential. The bundled starter kit includes a wide variety of the most popular Metaza impact supplies, from dog tags and charms to pendants and chains. They come in a full range of attractive metals, including gold, rhodium, and nickel-plate.

Once personalized, the materials in the starter kit will make you more than \$2000 very quickly. The MPX-70 and its materials offer an amazingly fast return on investment. The materials normally cost less than \$2 each and commonly sell for more than \$20 once they are personalized. That's better than a 1000 percent profit margin! Just during the two weeks before Mother's Day, for example, the MPX-70 could easily pay for itself.

For access to a wider variety of materials, visit the Roland MPX-70 resource Web site at:

www.RolandDGA.com/MetazaResources



Materials

Roland Certified Materials

Roland Certified Materials have been carefully tested to provide accurate and consistent results every time. For the MPX-70, that means your personalized MetazaMark products will have the best possible image quality. It also means that your charms will stand the test of time, without fading or peeling.

These certified materials are Roland's quality assurance. Pass it along to your customers with pride. They will love your products and keep coming back for more!

Look for the MetazaMark of Quality

There is something you should know before you purchase any form of material. Our material is different. Roland only carries certified MetazaMark material. Do not be fooled by imitation materials that may include iron. You can check to see if material has iron in it by using a magnet. Magnets attract iron, so if the material is attracted to the magnet, it is an imitation.

High Quality MetazaMark Materials	Poor Quality Imitations
<p>Outer Coating Nickel plated or Nickel + Gold plated or Nickel + Rhodium plated or Nickel + Heavy Rhodium plated or Nickel + Alloy + Gold plated or Rhodium plated</p> <p>Intermediate Coating Nickel plated</p> <p>Base Plate Brass</p>	<p>Outer Coating Chrome plated</p> <p>Intermediate Coating Chrome or Iron plated</p> <p>Base Plate Iron (Steel)</p>

3

Merchandising Kit

Roland will even help you promote your personalization business. The MPX-70 includes a handsome display case that shows off the brilliant, photo-realistic quality of your Metaza output. This powerful marketing tool will show your potential customers everything you offer, from jewelry and awards to key chains.

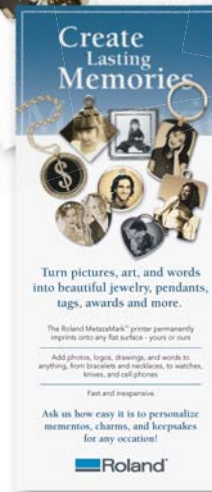
Metaza merchandising support also helps you market your business with seasonal window posters, take-one brochures and interchangeable, seasonal header inserts for the included display case. In addition, Roland will continue to develop special merchandising graphics and direct mail artwork that will be accessible directly from our Web site. You will be able to customize professionally created artwork with your own company logo and other information before downloading ready-to-print files directly to your desktop. You will look like an established business instantly!



Seasonal In-Store Poster



Seasonal Display Headers



Customer Take-One



Training DVD

With USB connectivity, the MPX-70 sets up as easily as a desktop printer. Once you are up and running, you'll be ready to imprint in just three quick steps. Import an image via scanner or digital camera. Layout and edit your graphics and press print. You can even run multiple MPX-70's from one computer.

And to make things even easier, Roland has included a training DVD for new users. An industry expert narrates and demonstrates each step of the process through video and step-by-step visuals. They also review tips and tricks that will help you achieve the best possible output.



Merchandising Display

In-Store Poster

4 Technical Support

When you buy a Roland Biztools Certified Product, you can rest assured we'll be there for you. As a new owner of an MPX-70, Roland gives you 90 days of free telephone tech support, from 7:00 a.m. to 5:00 p.m. PST on weekdays. Roland product experts are ready to help new customers with their setup and operation questions. Call 888-273-8895 with questions covering you with everything from machine maintenance to technical tips and tricks. After 90 days, you can purchase telephone tech support as needed for \$30 per incident or an annual contract for more comprehensive support.

Roland also offers complimentary tech support on our Web site at www.rolanddga.com/support. Roland product experts assist you by promptly e-mailing documents with clear, step-by-step instructions.

The Web site is kept up-to-date with a full library of FAQs, product manuals, firmware updates, and other helpful documents that are easily accessible. Online user forums enable you to share important product and market information with your peers around the country.



Return On Investment

***Assumptions based on:
10 min. per pendant for design, setup & print.**

	High Prod. 6 per hour	Mid Prod. 3 per hour	Low Prod. 1 per hour
Pieces sold per an eight hour day	48	24	8
Cost (\$2.10 per pendant (ID Tag) and chain)	\$ 100.80	\$ 50.40	\$ 16.80
Sales Per Day (Assume sell item for \$20)	\$ 960.00	\$ 480.00	\$ 160.00
Profit Per Day	\$ 859.20	\$ 429.60	\$ 143.20
Profit Per Month (Assume sell 30 days per month)	\$ 25,776.00	\$ 12,888.00	\$ 4,296.00
Profit Per Year (Assume sell 12 months per year)	\$ 309,312.00	\$ 154,656.00	\$ 51,552.00
Maintenance and product cost			
MPX-70 purchase price (\$3995/12)	\$ 333.00	\$ 333.00	\$ 333.00
Cost of heads used per month (\$499 per head)	\$ 200.00	\$ 100.00	\$ 33.00
Overall Profit Per Month	\$ 25,243.00	\$ 12,455.00	\$ 3,930.00
Overall Profit Per Year	\$ 302,916.00	\$ 149,460.00	\$ 47,160.00

Market Overview

Digital technology has changed everything. Over the past several years, photo labs and specialty retail stores have adopted new digital technologies, growing their processing services into multi-faceted imaging businesses.

With the mass market appeal of digital cameras, photo printers and imaging software, the industry has morphed into an elite group of imagers. They are offering more innovative output options like posters, specialized cards, discs, vehicle graphics and more. In an effort to compete in this new environment, retail photo labs, portrait studios, mall kiosks, specialty retail, and jewelry shops are looking for new niche markets and service areas.

As a result, MPX-70 technology is in high demand today and has bright prospects for the future. Potential customers include moms, dads, daughters, sons, grandparents, siblings, graduates, sports fans and pet owners. MPX-70 products sell especially quickly before all holidays and special occasions, including Valentine's Day, Father's Day, Mother's Day, graduations, Christmas and other religious holidays, birthdays, and weddings.

The "NPD FashionWorld Consumer" estimates that consumers, 18-34, spend about \$36.3 billion each year. Women, 35-54, came in a close second. Female shoppers, particularly those over 35, spend the lion's share of retail dollars and are the most desirable market for retailers. Metaza personalized products are popular with both of these hot demographic segments.

Source: Standard & Poor's.

* Plug in your own numbers.
Try our interactive R.O.I. calculator at:
www.RolandDGA.com/MetazaResources

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Portrait Studio

Getting Personal with Digital Photography

Rochester, NY — Digital photography shops are revolutionizing the industry with imaginative new services. In addition to selling photos on paper and canvas, they are permanently imprinting them into everything from Zippo® lighters to charms, bracelets and wedding albums.

Mike Shaw launched QuickPIX Photography back in 1999 in response to a high demand for prompt, high-quality photographic services at regional entertainment events. Even then, Shaw knew that digital technology would have a huge impact on the photography industry.

“Digital technology lets people see the picture instantly and walk away knowing they got the shot they wanted,” said Shaw. “But that’s just the beginning. We use a Metaza impact printer to permanently imprint photos into pendants, charms, key chains, zipper tags and just about anything else you can imagine.”

As an additional photography tool, the Metaza impact printer has increased QuickPIX sales by 60 percent. Shaw claims the new service has spread like wildfire through word of mouth. “The hip-hop crowd wants shiny personalized zipper tags,” said Shaw. “Grandmothers want a cute picture of the grandkids on everything from key chains to Tiffany bracelets. We are putting photos on all types of jewelry. Much of it is fashion-oriented, very trendy, and creative.” Many of Shaw’s ideas for Metaza output actually come from customers.



“People are always asking if I can imprint photos into things I never would have considered. The zipper tags, for example, have become a trendy way for kids to pull up their coats.”

QuickPIX buys all of its materials from Treasures in St. Louis and El Mirae Image in Los Angeles. Both material distributors offer a wide selection of customizable shapes in aluminum, stainless steel, brass, gold, silver and rhodium.

Shaw’s customers value the fact that the images are permanent. “Our photos last a lifetime and take just a few minutes to produce,” said Shaw.

Mall Kiosk

An American Success Story

Los Angeles, CA — Brian Kim grew up in South Korea and came to the United States in 1984 with the dream of starting his own business. After learning English and working as a mailman and a truck driver, Kim finally found his niche in the personalization business. He purchased his first Roland Metaza impact printer in 2002 at a trade show.



Since that time, Kim has opened five successful mall kiosks in the Los Angeles area. He also owns El Mirae Image, which distributes material in a wide selection of customizable shapes in aluminum, stainless steel, brass, gold, silver and rhodium. In the following Q&A session, Kim reveals how he used Metaza impact printer to build a successful business:

Q: How long does it take to produce a personalized gift?

A: It takes me about 15 minutes to imprint an image into a key chain, necklace, jewelry box or Zippo® lighter. If one of my kiosks gets a backlog of orders during a busy time like Mother’s Day, we just take the order and have the customer come back to pick it up.

Q: What are customers looking for?

A: In addition to impulse buys, many people are looking for a unique gift to give at special occasions. Weddings, birthdays and anniversaries are really popular. Business really thrives for us around Valentine’s Day, Mother’s Day and Christmas.

Q: How much does it cost to start up a kiosk like yours?

A: I launched my kiosks for less than \$6000, and each one has been very profitable. My kiosk at Montebello Town Centre made over \$180,000 last year.

Q: What advice do you have for other considering starting a Metaza personalization business?

A: The low cost of start up means the Metaza is an ideal way to launch a personalization business. If you’re already into personalization, such as engraving, it’s a great way to grow your business, expand your customer base and increase profits. It’s really an incredible opportunity.