



Choosing the Right Material for Your Application



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Business Opportunities

- The combination of multi-purpose substrates and overlaminates films allows for a variety of applications, both standard and more unique.



Dry Time Versus Cure Time

➤ **Dry Time - time it takes for inks to feel dry to the touch**

- ✓ Most inkjet media (when properly profiled) should take no more than five minutes to feel dry to the touch

➤ **Cure Time - time it takes for ink colors to stop changing**

- ✓ Pigment based inks on coated media usually take about an hour to cure
- ✓ Mild solvent inks on coated media also take about an hour to cure, but take much longer on uncoated media
- ✓ Hot solvent inks on uncoated media can also take hours to cure

Graphic Processing

➤ Cost of graphics

- Consider alternative methods depending on quantity
- Don't forget to factor labor for graphic design
- Research market pricing in your area

➤ Shop Maintenance

- Maintain your equipment for better performance
- Organize print files by customer and job
- Work in a clean environment

➤ Working with Color

- Print a color chart to color match
- Print on each type of material

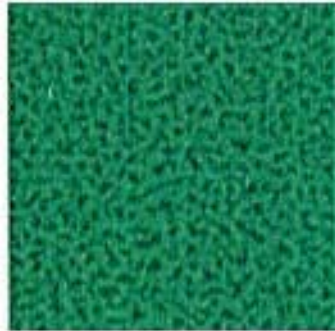
Setting Expectations

Uncoated Media Differences

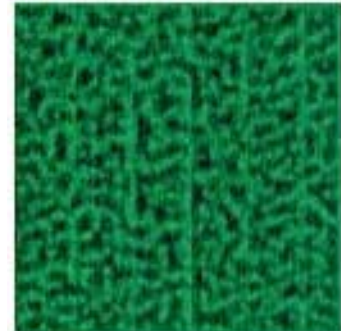
- **Ink pooling or puddling is a major challenge!**
 - ✓ Caused when media can no longer absorb additional ink



No Puddling



Mild Puddling



Puddling

- **Should we care about it?**
 - ✓ Depends on viewing distance

Setting Expectations

Shop Requirements

- **Ensure there is enough space**
- **Check electrical requirements**
- **Air compressor?**
- **Ventilation necessary?**
 - ✓ Check local and state laws and regulations
- **Proper disposal of ink**
 - ✓ Again, check local and state laws and regulations

Adhesive Definitions

- **Media adhesives are classified by the ultimate tack or adhesion.**
 - ✓ Permanent - Highest adhesion and difficult to remove.
 - ✓ Semi-Permanent - Media to high adhesion and leaves less residue.
 - ✓ Removable - Lower adhesion and designed to be removed.
 - ✓ Repositionable - Very low adhesion. Designed to be removed and re-applied.

Vehicle Graphics

➤ Vehicle graphics including taxi tops, bus sides and fleet graphics using adhesive-backed vinyl and overlaminates film



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Vehicle Graphics

➤ Business Opportunity

➤ Production Costs

- ✓ ESM-PCV2 Cast Vinyl = \$.94 per sq. ft.
- ✓ Eco-SOL INK Avg. Ink Cost = \$.35 per sq. ft.
- ✓ PGM-OLPG Overlamine = \$.78 per sq. ft.
- ✓ Total = \$2.07 per sq. ft.

➤ Selling Price

- ✓ Finished Output = \$12.00 per sq. ft.
- ✓ 4'X8' Panel Cost = \$63.36 Retail = \$384.00

Banner Graphics



➤ Outdoor durable banners for directional signage and special events produced with banner substrates including scrim banner vinyl

Banner Graphics

➤ Business Opportunity

➤ Production Costs

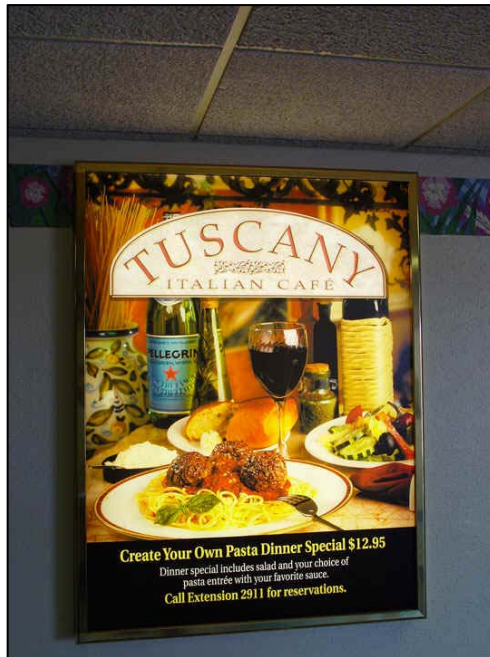
- ✓ ESM-LBV Scrim Banner = \$.72 per sq. ft.
- ✓ Eco-SOL INK Avg. Ink Cost = \$.35 per sq. ft.
- ✓ Total = \$1.07 per sq. ft.

➤ Selling Price

- ✓ Output Only = \$8.00 per sq. ft.
- ✓ 2'x5' Cost = \$10.80 - Retail = \$80.00

Backlit Display Graphics

- Display graphics for retail stores, trade shows and other advertising graphics using Translucent White Film



Backlit Display Graphics

➤ Business Opportunity

➤ Production Costs

- ✓ PGM-TWF Film = \$1.17 per sq. ft.
- ✓ Eco-SOL INK Avg. Ink Cost = \$.35 per sq. ft.
- ✓ PGM-OLPG Overlamine = \$.78 per sq. ft.
- ✓ Total = \$2.30 per sq. ft.

➤ Selling Price

- ✓ Finished Output = \$8.00 per sq. ft.
- ✓ 3'x4' Panel Cost = \$25.80 - Retail = \$96.00

Garment Decoration

- Custom logos and garment decoration using printable and cuttable opaque heat transfer material



Garment Decoration

➤ Business Opportunity

➤ Production Costs

- ✓ PCM-HTM Transfer Material = \$1.50 per sq. ft.
- ✓ Eco-SOL INK Avg. Ink Cost = \$.35 per sq. ft.
- ✓ Transfer (\$1.85) + Tee-shirt (\$3.00) = \$4.85 per shirt
- ✓ Heat Press Required*

➤ Selling Price

- ✓ Finished T-shirt = \$15.00 - \$20.00
- ✓ Finished Sweat Shirt = \$35.00 - \$40.00

Fine Art



➤ **Fine Art
Reproductions
Using Matte
Artist Canvas**

➤ Business Opportunity

➤ Production Costs

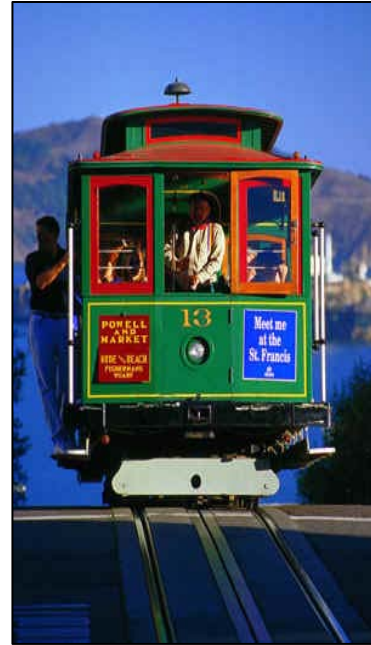
- ✓ PCM-MAC7 Canvas = \$1.68 per sq. ft.
- ✓ Eco-SOL INK Avg. Ink Cost = \$.35 per sq. ft.
- ✓ Total = \$2.03 per sq. ft.

➤ Selling Price

- ✓ Limited Addition = \$130.00 per sq. ft.
- ✓ Standard Reproduction = \$15.00 per sq. ft.
- ✓ 2'X3' Cost = \$12.12 - Retail = \$90.00

Photography

➤ Wide Format Photos Using Solvent Glossy Paper



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Photography

➤ **Business Opportunity**

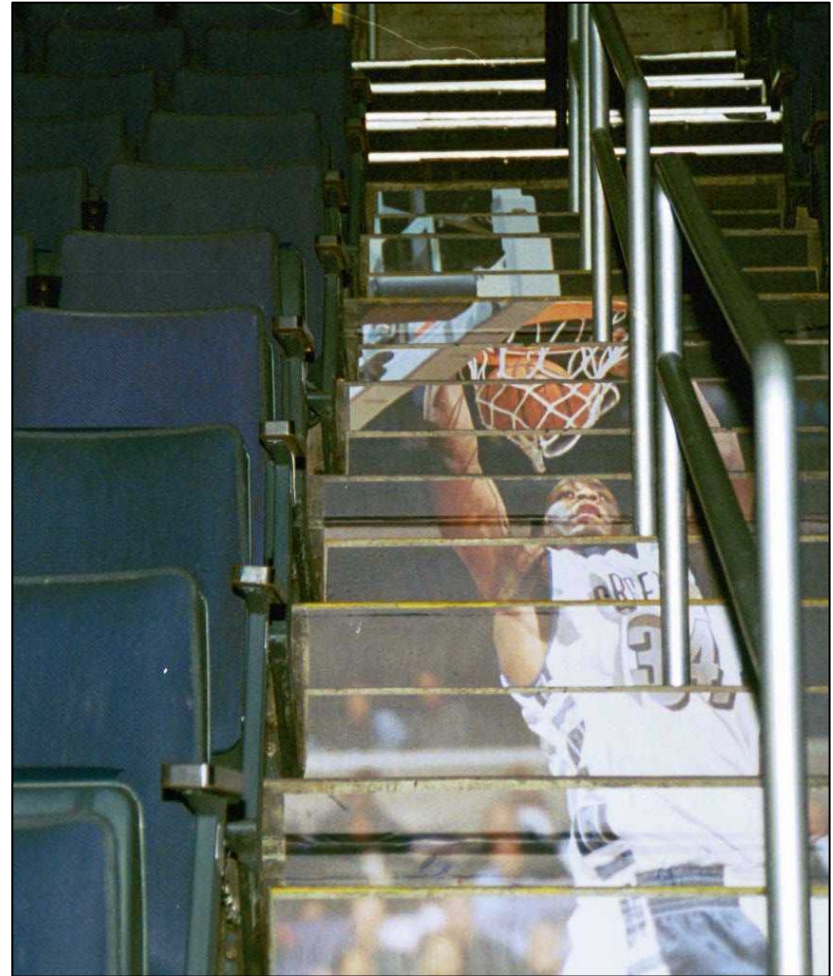
➤ Production Costs

- ✓ ESM-SGP Glossy Paper = \$.30 per sq. ft.
- ✓ Eco-SOL INK Avg. Ink Cost = \$.35 per sq. ft.
- ✓ Total = \$.65 per sq. ft.

➤ Selling Price

- ✓ Standard Reproduction = \$8.00 per sq. ft.
- ✓ 2'x3' Cost = \$3.90 - Retail = \$48.00

Floor Graphics



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Floor Graphics

➤ Business Opportunity

➤ Production Costs

- ✓ ESM-GCEZ Vinyl = \$.76 per sq. ft.
- ✓ Eco-SOL INK Avg. Ink Cost = \$.35 per sq. ft.
- ✓ PGM-OLF2 Overlamine = \$.65 per sq. ft.
- ✓ Total = \$1.76 per sq. ft.

➤ Selling Price

- ✓ Finished Output = \$7.00 per sq. ft.
- ✓ 2'x3' Cost = \$6.84 - Retail = \$42.00

Questions ?



Please feel free to call or e-mail!