

4-up Post Cards ROI Example

RAS-mc ROI Justification:	4-up post cards
Machine cost*:	\$67,500
Amortized over two years**	\$16.23/hour
Average labor cost/hour***	\$12.80
Total labor/equipment cost	\$29.03/hour

- * RAS-mc MSRP equipped with delivery conveyor, feeder, 110 volt wiring, main and right angle cassettes (one each) with three slitting blades in each cassette and partition assembly configured for 4-up post cards.
- ** 2,080 hours per year x 2/\$67,500 = \$16.23 per hour
- *** 50 minutes of labor/per running hour at \$16.00/per hour

4-up post cards on 12" x 18" C2S stock. Finished cards are 5" x 7".

4-up post cards	100 sheets per minute (400 post cards per minute)
Cost to finish each card	\$0.0015 (labor/equip. cost / 80% of 24,000 cards per hour)
Cost to finish 100 card order	\$0.15 (\$0.0015 x 100)
Printing cost (25 sheets)	\$3.00 (\$0.12 per sheet)
Paper cost (25 sheets)	\$3.25 (\$0.13 per sheet)
Total cost	\$6.40

Retail card order price	\$32.00
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Profit per order	\$25.60 (retail price - production cost)
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20-up Business Cards ROI Example

RAS-mc:	20-up business cards
Machine cost*:	\$70,250
Amortized over two years**	\$16.89/hour
Average labor cost/hour***	\$12.80
Total labor/equipment cost	\$29.69/hour

- * RAS-mc MSRP equipped with delivery conveyor with full length partitions, feeder, 110 volt wiring, main cassette with five slitting blades and right angle cassette with six slitting blades.
- ** $2,080 \text{ hours per year} \times 2 / \$70,250 = \$16.89 \text{ per hour}$
- *** 20 minutes of labor/per running hour at \$16.00/per hour

20-up business cards on 12" x 18" C2S stock. Finished cards are 2" x 3.5".

20-up full bleed cards	83 sheets per minute (1,660 business cards per minute)
Cost to finish each card	\$0.000373 (labor/equip. cost / 80% of 99,600 cards per hour)
Cost to finish 250 card order	\$0.09325 (\$0.000373 x 250)
Printing cost (13 sheets)	\$1.56 (\$0.12 per sheet)
Paper cost (13 sheets)	\$1.69 (\$0.13 per sheet)
Business card box	\$0.30
Total cost	\$3.64
Retail card order price	\$20.00
Profit per order	\$16.36 (retail price - production cost)