

COST ANATOMY OF A LABEL: CRAFT SPIRITS

LOOKING TO ENTER NEW MARKETS? NEED A PROFITABLE SOLUTION FOR SHORT RUN LABELS? Look no further with Mark Andy Digital One. This entry-level digital label press is perfect for niche markets. Digital One provides converters and their customers with maximum profitability and rapid ROI on short run craft spirit jobs.

DON'T TAKE OUR WORD FOR IT. CHECK OUT THE DATA BELOW...

BOTANICAL GIN

\$320

retail per
1,000 label job



C M Y K

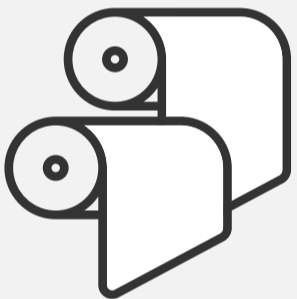
16% | 56% | 44% | 34%

Toner Coverage



SUBSTRATE:

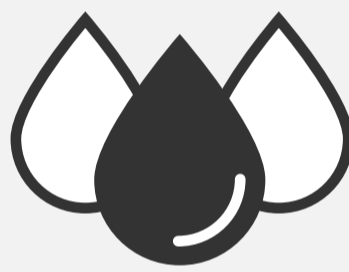
\$0.78 msi
\$17.19 per 1k labels



Estate Stock

DIGITAL PRINTING:

\$0.42 msi
\$14.43 per 1k labels



Toner &
Consumables

LABOR:

\$30/hour
\$4 per 1k labels



8 Minutes
of labor per job
(including set-up!)

\$284.38 in profit per 1k labels

HOW LONG WOULD IT TAKE TO PAY OFF THE PRESS?

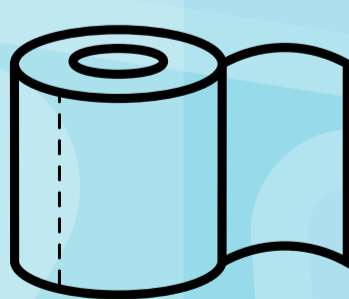
The following example estimates 1,000 labels per job

1 job per day	→	48 Months
2 jobs per day	→	24 Months
3 jobs per day	→	16 Months
4 jobs per day	→	12 Months
5 jobs per day	→	10 Months

DID YOU KNOW?



The number of craft distillers in the US grew by **20.8% in 2017**



The Digital One install base is producing roughly **10 rolls** of comparable work **a day** on the press



27% of Digital One's install base delivers **finished work** to their customers in **24 hours**