

Evolution Ink Costs vs. Competition

PRODUCT IDENTIFICATION NETWORK



Marking, Coding & Labeling Solutions

The total operating cost for Evolution systems is equivalent to or lower than competition that also uses HP technology.

Some comparisons:

- The available commercial HP inks have static de-cap (head lifetime) that range from less than 1 minute to several minutes.
- Evolution features a superior ink formulation that enhances Evolutions' greater firing energy, produces a darker dot, uses less ink and maintains a de-cap time beyond 24 hours.
- The HP theory for driving the ink cartridge utilizes their standard driver technology by producing minimal firing energy to the print nozzles. When the cartridge empties before its usable life has occurred, it can be re-filled almost 3 times.
- Evolution ink formulations control surface tension, specific gravity, etc. that absorb more energy while creating a cohesive dot. This increase in energy ensures that a spent cartridge has usable life remaining and therefore solves the re-filling problem.

Cost per code using commercially available HP ink cartridges at an average of \$32 each:

Assuming a 10 character 1/2" tall message, 10 products per minute, 1 shift per day:

A message using 600 dpi will cost \$0.00201 requiring an ink change time every 3.9 days

A message using 300 dpi will cost \$0.00105 requiring an ink change time every 7.8 days

Cost per code using Evolution ink cartridges at \$66 each:

Since the optical density at 300 dpi for Evolution inks is equivalent to 600 dpi for the commercially available HP inks, the complexities of a 600 dpi mode is not necessary.

Assuming a 10 character 1/2" message, 10 products per minute, 1 shift per day:

A message using 300 dpi will cost \$0.00146 requiring an ink change time every 11.53 days

Assuming products per year is 3900 per day x 250 days per year = 975,000

Annual Evolution ink cost at 300dpi mode:

$(\$0.00146 + .000066) \times 975,000$ products per year = \$1,487 per year

Cartridges used per year = $975,000 / 45,000 = 21.66$

Annual Non Evolution ink cost at 300 dpi mode:

$(\$0.00105 + .0001) \times 975,000$ products per year = \$1,121 per year

Cartridges used per year = $975,000 / 29,000 = 33.62$

Summation:

Total cost of Evolution ownership is:

\$411 less a year than our closest competitors least expensive equivalent model in 600dpi

\$15 more a year than our closest competitors least expensive equivalent model in 300dpi

**CLICK HERE TO REQUEST
MORE INFORMATION**

PIN NEWS