

## INK REPLACES VINYL STICKERS

Innovation - 3D direct surface printing system: Big Cost Savings - Big Profit Potential!

The high efficiency of large-format advertising and labeling on cars, truck fleets and buses has been confirmed by scientific studies. Today printed films are being used. But this process is costly, because of the expensive film material and due the time-consuming bonding application. A fascinating, unique innovation is now changing this fundamentally:

The Vehicle ArtRobo system (VAR) needs only colours (3 € / sqm), thanks to the revolutionary 3D direct printing technology, ie no costs for film material, and no application time. Printed images are easily erased/replaced (Repeat-Business!). Here is the impressive cost advantage for the Vehicle ArtRobo:

Example: Advertising on truck, box structure 8m x 2.5m, both sides, total area: 40 sqm

### Cost of standard adhesive solution

Costs for printed film 40 sqm	€ 2000 .--
Costs for bonding	€ 1000 .--
Total Cost of foil application	<u>€ 3000 .--</u>

### 3D direct printing costs with Vehicle ArtRobo

Colour costs VAR (40 sqm x € 3.--)	€ 120.--
Total cost «Colours instead of Foils»	<u>€ 120.--</u>

Cost savings thanks to ArtRobo 3-D printing "Ink replaces Vinyl stickers":  $€ 3000 - € 120 = \underline{€ 2880.--}$

With 10 vehicles per month (10 x € 2,880.-- x 12 months):

**Annual Gross Margin = € 345 600.--**

Decisive reasons for the Vehicle ArtRobo system and it's «Ink replaces Vinyl stickers» technology:

In our example the adhesive film has been calculated at the prevailing market price. The depreciation costs of the VAR has not been considered, but the comparison shows clearly, that even at our very low workload assumption of less than 30%, - a VAR system easily prints 30-40 trucks per month - the investment will be payed back completely in just a couple of months..

The biggest advantage of the VAR system are its incredibly low printing cost. A unique and very valuable feature is the easy removal and re-printing. This smart feature ensures to establish highly interesting repeat businesses ensuring good order situations and growing profits.

And even if the decision is taken to penetrate the market with an aggressive price reduction of 30%, there will still be a very attractiv profit. With 10 vehicles per month (10 x € 1,880.-- x 12 months):

Annual Gross Margin = € 237 600.--. Such a pricing strategy would also increase the demand for vehicle graphics and advertising products even further.

- Take advantage of VAR's efficiency as a powerful «Unique Selling Proposition» for your company!
- Take advantage of VAR's versatlity in the profitable markets «Advertising - Finishing - Personalization»!