



UNDERSTANDING THE COST OF OWNERSHIP FOR A LABEL PRINTER

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LET'S TALK ABOUT PACKAGING COSTS

Another day I was discussing to a friend how we can reduce the costs of coffee packaging and labeling. As a coffee business owner, he was extremely interested in alternatives like buying a printer and replace the nice gusseted bag for labels.

My initial thoughts were what is the cost of downtime? Who is going maintaining your printer? It was my instinct speaking loud, and I will tell you why.

I worked most of my professional life as an IT manager for a Mining company. As you can imagine printing stuff and computers were like a commodity. They were considered more cost than investment. And one of my challenges was cut IT costs by buying better and choosing better, and I love it. I always am passionate about numbers and Excels files.

Back to our dilemma, I started a long explanation about printer technology, materials, and indirect costs.

Here, I will summarize and try to help to find one to fit for your business.



3 CONCEPTS BEFORE COSTS

1 There is no one solution to all human problems.
One thing that I learned is no one solution that solves all problems.
Each coffee business operates in a different way and needs a solution that fits in their operation and budget.
I observed some of my clients trying to print their packaging evened they didn't have time to roast their coffee. And others where packaging is a commodity, coffee is the true business.

2 Quality is not only one printer's attribute but a collection of them.

Laser printers are better than Inkjets, right?
If you want to print a high volume, faster and don't have a nice photo of a colorful farm, yes. Inkjet printers can handle pictures much better than Laser printers. Some cheapest print labels can print only 500 labels in a cycle of 8h. Without using a full photo or colorful label!

It is critical to comprehend what kind of label you are going to use and understand the environment around your packaging, after all, you don't want to see your label bleeding or falling because of moisture.

Understand your needs will make your label printing decision easier.

3 Knowledge takes time to naturally acquire.
Roasting coffee or design a delicious blend of teas is easy to do, right? We need just to read a post or find it on google, right? Of course not, it takes time.

Graphic design is the same. You need time to understand colors, contrast, balance, materials and a lot of stuff with mistakes and learning. You can buy the best set of computers, software, and printers but if you don't know what to do with that you are going to burn your roast or blend incorrectly your tea.

Do you know you can't use any kind of labels in a laser printer because of the high temperature inside the printer?



HOW MUCH DOES LABELING COST?

My favorite topic!

Each type of packaging consist of a set of components that influence costs. Labor, materials, tooling, set-up fees, design work, prototypes, testing, freight, shipping, fulfillment, storage, and of course, volume, all aspects of packaging manufacturing that add to the unit cost of packaging.

Packaging costs vary from one type of packaging to another. Some types of packaging are naturally more expensive than others.

For the highest level of professionalism, it's probably wisest to outsource the job to label printing services. On the other hand, you can purchase custom label printers and perform the task yourself. Label printers may be expensive investments at the outset, but can reduce costs over the long run compared to sending business to label printing companies.

Most often, printing devices are purchased without ever fully considering the overall printing requirements. Smaller, desktop printing devices are frequently purchased on an ad hoc basis, with little insight into the total cost of ownership of the device over time.

Cont.



The pricing and costs of label printing depend on how your business decides to have its labels printed.



HOW MUCH DOES LABELING COST?

Can you imagine your production stopped because you have to fix your printer and it takes two weeks?

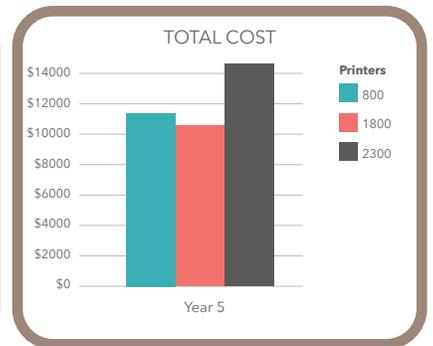
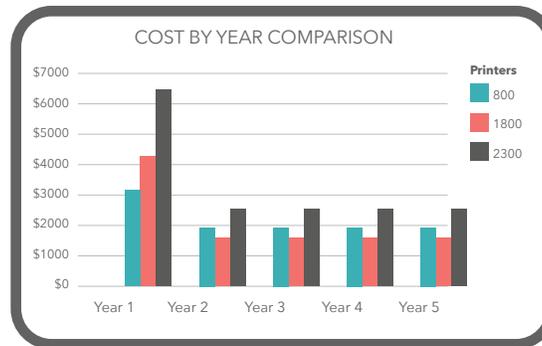
Here are charts analyzing the cost of having a printer at your business. I am not considering how much costs your time to do it and downtime.

SCENARIO

I choose three label printers for 800, 1800 and 2300 labels printed per cartridge at 50% coverage on a 4"x 3" label at default print resolution. If you need more quality, you will print less.

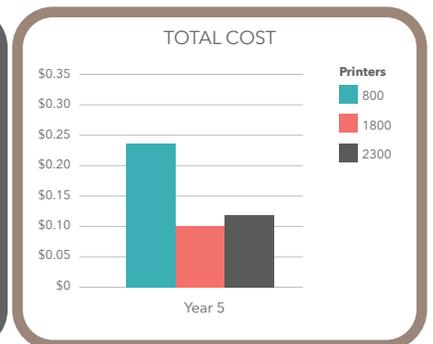
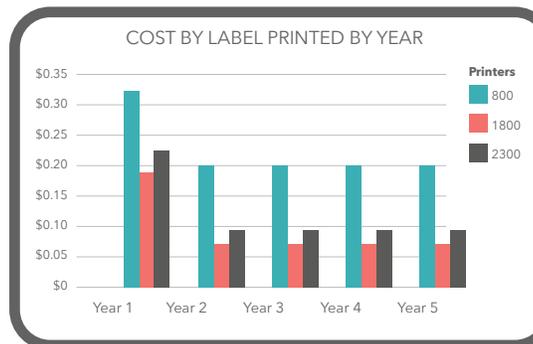
We also are buying a roll with enough label to print it. I discovered you didn't have one roll with all labels that you need, you have to purchase two and some will left.

All printers have the same 5 years lifecycle. Volumes and prices are based on the well-known label printers on the coffee business segment.



As you can see the cheapest printer will cost more than the second because the supplies are more expensive in comparison with the second option.

Expand this analysis the cost per label follows the same pattern.





HOW MUCH DOES LABELING COST?

But something magical happens when compared to outsourced printing. This is called volume.

SCENARIO

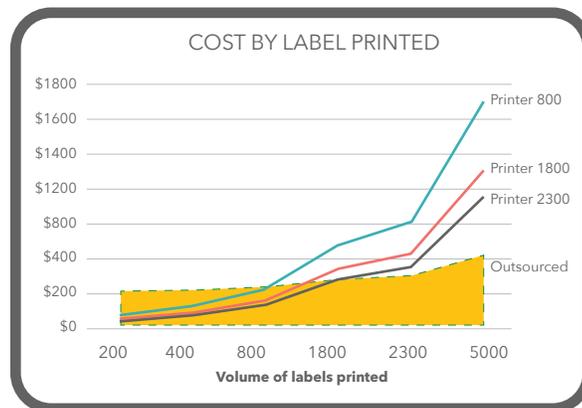
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We also are buying a roll with enough label to print it. I discovered you didn't have one roll with all labels that you need, you have to purchase two and some will left.

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If you need to print more than the maximum capacity of the one cartridge for each printer, costs simply increase exponentially.

Let's check the cost when we need to print from 200 to 5000 labels using each printer to do the same job.



How is it possible?

Because they have big printers that have a high turnaround and they share costs with other clients.

Some printers can print 80 m/min (260 ft/min) for labels and packaging, in full color.



WHAT IS THE RIGHT CHOICE FOR YOU?

I said, in the beginning, each one of you has a different business and there is a solution for each one, sometimes a mix of them.

There is a software development technique called MVP (minimum viable product). Instead, try to deliver everything that our clients want, we deliver what they need and we are growing in modules as packages.

We can use an analogy for business, and probably you listened to this in the past: "Stay lean and grow faster", but in packages.

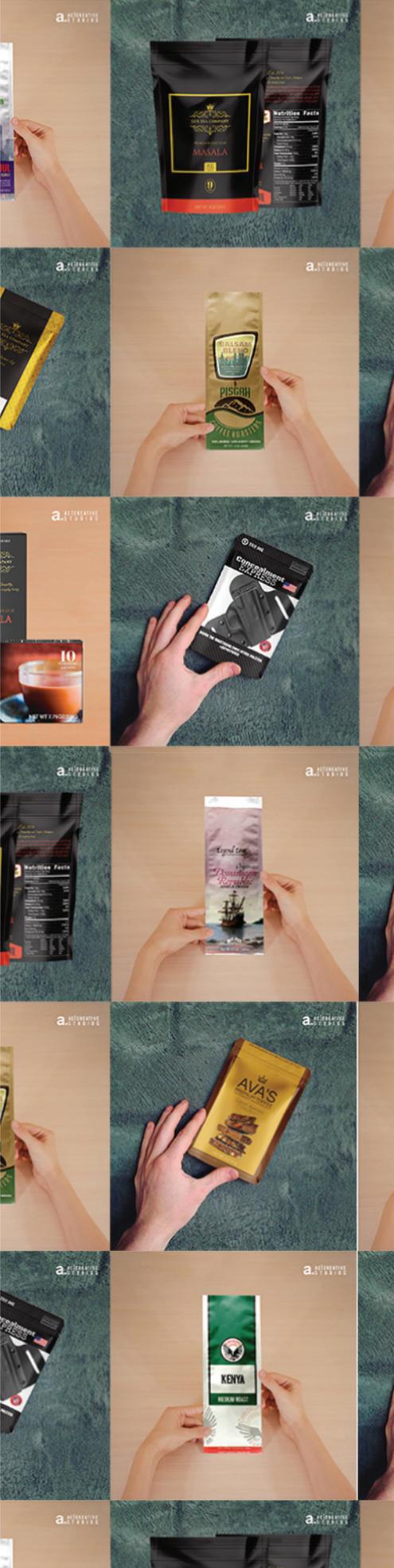
I also find some business owners opinions using an in-house printing method and outsourced.



Death Wish Coffee Prints
Customized Bags | HP Indigo | HP



Peace Coffee Labels - LX900 Color Label
Printer Case Study



ABOUT

ACCS AC
CREATIVE
DESIGN STUDIOS

We're a Full-Service Graphic Design Studio.

Established in 2016, we have always aimed at being a consultative design studio.

We are focused in Product Design and all design services to support it, from branding to online store design.

Now, our clients printed more than 500K bags in the USA and UK.



ALCINDO CORREA FOUNDER

After 17 years delivering IT Projects and Products my family moved to the USA. One day, I was looking for some good coffee to buy and I met the founder of a family-owned and operated Coffee Roasting Company who asked me to design a Packaging Design for them and this is how I started this business.

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