

COST ANATOMY OF A LABEL: CRAFT BEER EDITION

Thinking about going digital? Want to enter new markets? Look no further with Mark Andy Digital One. This entry-level hybrid press is perfect for the craft beer niche, providing converters and brewers with **maximum profitability** and **rapid ROI** on short run microbrew jobs.

Don't take our word for it. Check out the data below...

WILD CREW BREW

\$350

retail per
1,000 label job

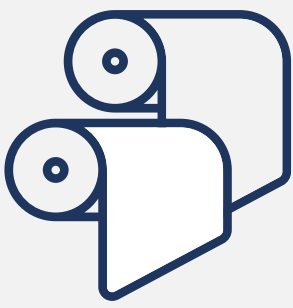


30% | 22% | 35% | 30%

**Pale Ale
Microbrew Label**



SUBSTRATE:
\$0.45 msi
\$9.90 per 1k labels



White BOPP &
Clear Self-Wound
Laminate

DIGITAL PRINTING:
\$0.35 msi
\$13.19 per 1k labels



Toner &
Consumables

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



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

\$322.91 in profit per 1k labels

HOW LONG WOULD IT TAKE TO PAY OFF THE PRESS?

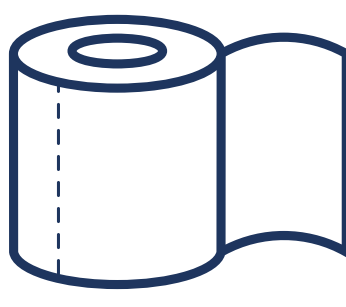
The following example estimates 1,000 labels per job

1 roll per day	→	39 Months
2 rolls per day	→	19 Months
3 rolls per day	→	13 Months
4 rolls per day	→	10 Months
5 rolls per day	→	8 Months

DID YOU KNOW?



There are over
4,200 breweries in
the United States



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



99% of Digital One
owners **did not** need
to hire a new pressman

30%

of breweries use pressure
sensitive prime labels

Pressure sensitive beer labels give the product an upscale vibe
compared to traditional paper labels