



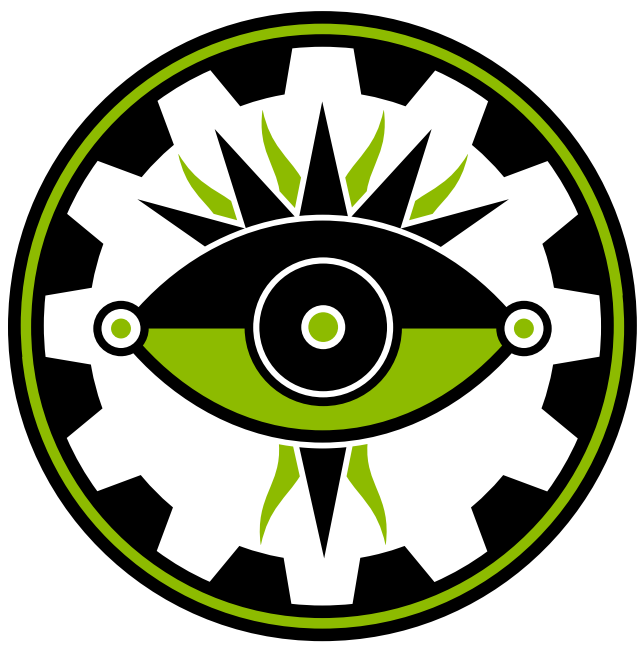
Determining True Cost per Square Foot

Total Running Costs

Research shows that HP Latex printers require the following items that are required to calculate running costs.

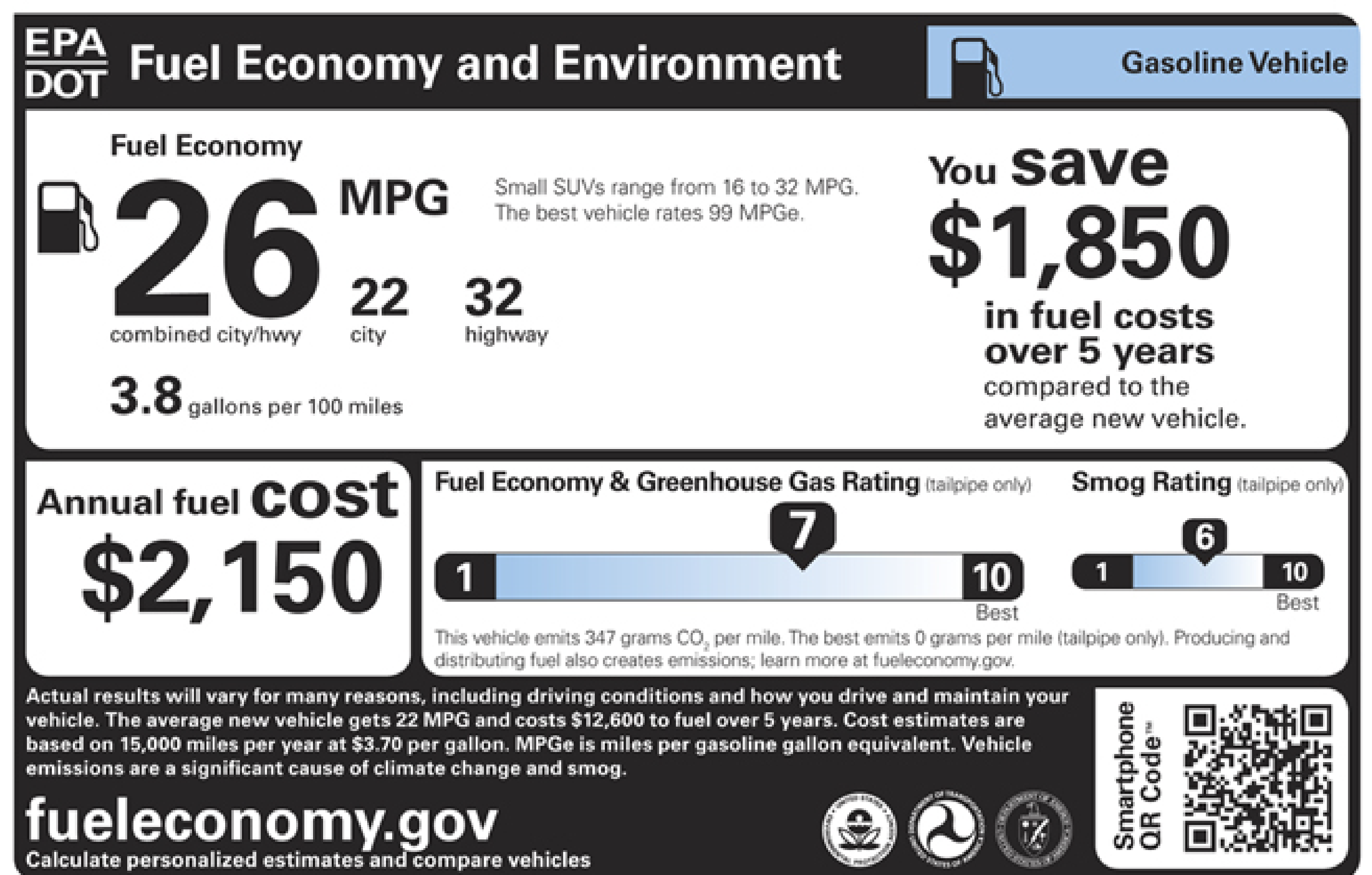
	MSRP	Cost/ml	Cost per sq/ft
HP Latex Inks 775 ml (HP365)	\$140	\$0.181	\$0.223* (\$0.181/ml x 1.23ml)
HP Latex Inks 3 Liter (HP570)	\$390	\$0.13	\$0.160* (\$0.13/ml x 1.23ml)
HP Print Heads			\$0.047 (replace every 3-4 liters)
HP Maintenance Cartridges			\$0.01
HP - Total			\$0.21 (HP570)
			\$0.273 (HP365)
Océ Colorado Inks 2 Liter	\$250	\$0.125	\$0.088 (\$0.125/ml x 0.7ml)
Océ Colorado Print Heads			\$0.022 (.6 head per 107,639 sq/ft)
Océ Colorado Maintenance			\$0.001
Colorado - Total			\$0.114

*HP Latex inks have a per sq/ft coverage rate 43% higher than UVgel at 1.23ml per sq/ft compared to 0.7ml per sq/ft for Océ Colorado 1640.



**VISION
GRAPHICS**
LOOK GOOD. BE SEEN.

Determining True Cost per Square Foot Ink Running Costs



HP Latex 570

Océ Colorado 1640

	HP Latex 570	Océ Colorado 1640
Ink Usage*	1.28 ml sq/ft	0.73 ml sq/ft
Cost ml @ MSRP	\$0.130/ml*	\$0.125/ml
Cost sq/ft	\$0.166 sq/ft	\$0.091 sq.ft
Ink Savings in \$	46%	

*Same image files, same quality level.