

VersaUV LEF Series Printers

12", 20" & 30" benchtop UV flatbed printers

RETURN ON INVESTMENT (ROI)



Do the Math

\$44,264.⁴⁹ printed iPhone cases profit per month*
for only **\$600.⁰⁰** lease price per month**

The LEF-12i, 200 & 300 UV flatbed printers allow you to add value and maximize profits by printing CMYK, White and Gloss ink directly on a vast array of substrates and three-dimensional objects, including giftware, awards, packaging, prototypes, and other promotional and industrial products. Printing for just one hour a month can generate enough income to pay for the lease. The rest is pure profit. See back for details.

* Based on printing 25 White+CMYK iPhone 5 covers in 1 hour per workday/21 days per month.

** LEF-300, 60 months, OAC

To learn more, please visit www.rolanddga.com/lef.

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VersaUV LEF Series Printers

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PROFIT CALCULATORS*

LEF-300 30-inch flatbed printer

| | 25 iPhone cases | 25 iPhone cases | 80 LED Keychains | 84 Pens | 112 Golf balls |
|---------------------|---------------------------|---------------------------|--------------------------|--------------------------|--------------------------|
| Inks | White + CMYK | CMYK | Matte Varnish + CMYK | CMYK | CMYK |
| Time to print | 15 minutes | 6 minutes | 19 minutes | 6 minutes | 6 minutes |
| Blank items cost | \$15.00 (\$0.60 ea.) | \$15.00 (\$0.60 ea.) | \$76.00 (\$0.95 ea.) | \$66.36 (\$0.76 ea.) | \$73.92 (\$0.66 ea.) |
| Cost of ink | \$1.83 | \$0.89 | \$0.37 | \$0.13 | \$0.03 |
| Cost to produce | \$16.83 | \$15.89 | \$76.37 | \$66.49 | \$73.95 |
| Retail price | \$625.00 (\$25.00 ea.) | \$625.00 (\$25.00 ea.) | \$316.00 (\$3.95 ea.) | \$147.00 (\$1.75 ea.) | \$224.00 (\$2.00 ea.) |
| ROI per hour | \$2,432.69 | \$6091.15 | \$718.89 | \$805.10 | \$1,500.50 |

LEF-200 20-inch flatbed printer

| | 17 iPhone cases | 17 iPhone cases | 52 LED Keychains | 56 Pens | 70 Golf balls |
|---------------------|---------------------------|---------------------------|--------------------------|-------------------------|--------------------------|
| Inks | White + CMYK | CMYK | Matte Varnish + CMYK | CMYK | CMYK |
| Time to print | 14 minutes | 7 minutes | 19 minutes | 7 minutes | 7 minutes |
| Blank items cost | \$10.20 (\$0.60 ea.) | \$10.20 (\$0.60 ea.) | \$49.40 (\$0.95 ea.) | \$44.24 (\$0.76 ea.) | \$46.20 (\$0.66 ea.) |
| Cost of ink | \$1.99 | \$0.76 | \$0.25 | \$0.08 | \$0.02 |
| Cost to produce | \$9.13 | \$7.90 | \$49.65 | \$44.32 | \$46.22 |
| Retail price | \$425.00 (\$25.00 ea.) | \$425.00 (\$25.00 ea.) | \$205.40 (\$3.95 ea.) | \$98.00 (\$1.75 ea.) | \$140.00 (\$2.00 ea.) |
| ROI per hour | \$1663.49 | \$3545.31 | \$467.26 | \$456.26 | \$797.15 |

LEF-12i 12-inch flatbed printer

| | 8 iPhone cases | 8 iPhone cases | 9 Business card cases | 20 Pens | 30 Golf balls |
|---------------------|---------------------------|---------------------------|--------------------------|-------------------------|-------------------------|
| Inks | White + CMYK | CMYK | White + CMYK | CMYK | CMYK |
| Time to print | 30 minutes | 10 minutes | 30 minutes | 6 minutes | 6 minutes |
| Blank items cost | \$4.80 (\$0.60 ea.) | \$4.80 (\$0.60 ea.) | \$35.55 (\$3.95 ea.) | \$2.80 (\$0.14 ea.) | \$19.80 (\$0.66 ea.) |
| Cost of ink | \$0.50 | \$0.26 | \$0.18 | \$0.01 | \$0.03 |
| Cost to produce | \$5.30 | \$5.06 | \$35.73 | \$2.81 | \$19.83 |
| Retail price | \$200.00 (\$25.00 ea.) | \$200.00 (\$25.00 ea.) | \$90.00 (\$10.00 ea.) | \$12.00 (\$0.60 ea.) | \$32.40 (\$1.08 ea.) |
| ROI per hour | \$389.40 | \$1,169.64 | \$108.54 | \$91.90 | \$125.70 |

* Calculations may vary. Test print with your actual materials, designs and selling price for specific totals.

To learn more, please visit www.rolanddga.com/lef.

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