

Kodak 1200i

Profitability begins with low cost-per-print



Cost-Per-Print

To accurately calculate the cost-per-square-foot of a print there are three key factors: the cost of the ink, how much ink is being used, and the cost of the media.

Cost of Ink: Kodak offers the lowest cost-per-liter in its class for dye and pigment ink, which translates to more margin potential for every print.

	Ink US MSRP	Cost / Liter
HP 5500	Printhead \$165	
	Dye Cartridge \$240	Dye \$350
	Pigment Cartridge \$300	Pigment \$400
Kodak 1200i	Printhead \$150	
	Dye Bottle \$115	Dye \$164
	Pigment Bottle \$190	Pigment \$270

The ink cost-per-liter in addition to the printhead life determines the cost-per-ml. High-quality Quantum ink comes out the clear winner in both dye and pigment.

	Bottle Size	Avg. Printhead Life	Amortized Cost / ml
HP 5500	680 ml	1.7 liter	Dye \$0.40 / Pig. \$0.49
Kodak 1200i	700 ml	1.4 liter	Dye \$0.25 / Pig. \$0.35

*Average printhead life estimates based on 2.5 cartridges for HP and 2 bottles for Kodak.

Ink Laydown: Printing various test images shows the Kodak 1200i and HP5500 have similar ink usage when averaged across the various print modes (1.33 ml/sqft HP vs. 1.35 ml/sqft Kodak).

Cost of Media: Comparing standard Kodak Premium Photographic Glossy Paper / 180g to HP Productivity Photo Gloss, the value of Kodak's quality and price come out on top.

Cost-Per-Square-Foot: Putting it all together, the Kodak 1200i offers the lowest cost-per-print in its class.

	Ink Usage	Amortized Ink Cost	Media Cost	Total*
HP 5500	1.37 ml/sqft	\$0.58 sqft	\$0.54 sqft	\$1.12
Kodak 1200i	1.35 ml/sqft	\$0.34 sqft	\$0.37 sqft	\$0.71

*Total cost per sqft based on dye ink US MSRP and medium print mode

The \$1100 Advantage

A 36" x 48" poster, printed with dye ink on photo gloss media.

The Kodak 1200i saves \$4.92 per print on an average sized poster or **\$1131.60** per month (10 posters a day, 23 working days a month) over HP.

A 37% savings!



	Cost-Per-Sqft	Total Cost-Per-Print
HP 5500	\$1.12	\$13.44
Kodak 1200i	\$0.71	\$8.52

Highlights

- Kodak offers the largest bottle size in its class allowing for longer unattended print time.
- The intermediate ink reservoirs in the 1200i use every drop of ink in the bottle, giving maximum value for an ink purchase. The HP requires that some ink remain in the cartridge unused.
- The 1200i allows ink bottles to be changed on-the-fly to avoid spoiled prints and enable continuous printing. The HP must stop printing when ink levels become too low, potentially leaving print defects and wasting ink, media and time.
- Not only does the 1200i's clear ink bottles allow checking ink levels at a glance, but the software suite will also send a user message via e-mail or text messaging to a cell phone when a bottle approaches empty.
- The 1200i's dual-component rapid-evaporation drying system significantly increases drying efficiency for instant take-up.

Learn More

Visit www.encad.com for local dealer information or to learn more about the Kodak 1200i.