



FRAME IT UP. SHOW IT OFF.

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ROI
RETURN ON
INVESTMENT

Take a minute and think about how much all the equipment in your shop costs and what the ROI is for each. It takes roughly 2 tubes of 3/16" edging to completely regain the cost of the ProEdge cutting tool. This is very quick compared to most equipment in the printing and sign industry. See the example below.

EXAMPLE based on a 24"x36" image mounted to a 3/16" substrate	10 linear feet
SUGGESTED 3/16" RETAIL - \$2.50 per lineal ft x 10 linear ft	\$25.00
MATERIAL COST - .44¢ per linear ft x 10 linear ft	-\$4.40
LABOR COST - 10 minutes at \$15 per hour	-\$2.50
PROFIT - per framed 24"x36" image	<u>\$18.10</u>

ROI - RETURN ON INVESTMENT	
Number of 24"x36" framed images to return your investment	100
PROFIT based on framing 1 - 24"x36" image per day (260 days/yr)	\$4,706.00
PROFIT based on framing 2 - 24"x36" images per day (260 days/yr)	\$9,412.00
PROFIT based on framing 3 - 24"x36" images per day (260 days/yr)	\$14,118.00
PROFIT based on framing 4 - 24"x36" images per day (260 days/yr)	\$18,824.00

ProEdge framing is an easy upsell. It adds a professional finished look to your prints, as well as, protects the edges from damage. The ProEdge cutting tool is very easy to use and can custom frame any size from a business card all the way up to an 8'x8' image or sign.

A LOW COST, HIGH PROFIT
ADDITION TO YOUR FINISHING DEPARTMENT!