VP485

In house, just in time, labeling solutions, done better!



VP1-485STD

Lowest Total Cost Of Ownership![1]

Many companies have a rapidly growing need for short runs of labels. This is largely due to an explosion in increased product versions, SKU's, bar coding, localization, private branding, and targeted marketing promotions. Most external print houses charge excessive setup and plate fees greatly increasing the cost per label. This and minimum order quantities can greatly reduce a company's flexibility as well as tying up cash in unessential extra labels held on the shelf.

VIPColor provides companies with the versatility to address this challenge with its in house label printing solutions. Short run custom labels can be printed professionally and just in time. No set up fees, no minimum order quantities, no lead times, just great labels!

Typical Applications



Custom Labeling



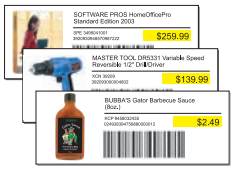
Customized Promotional Messages



Product Identification Using Pictures



Locate Size Using Color



Identify Product location Using Pictures On Shelf Labels

VIPColor's Customers Benefit Through:

- No setup fees
- No minimum order quantities
- New product releases or test marketing were faster and more cost effective
- Liberated $1000's of funds that had been tied up in preprints
- Enabled higher customer satisfaction through just in time labeling
- Simplified short run, custom or private brand product generation
- Enabled reduction in inventory levels
- Increased competitiveness with quick turnarounds

VIP COLOR™ Digital Print Solutions

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Printer Specifications

Print Technology	Drop-on-demand thermal inkjet printing
Print speed	Up to 5 inches per second (speed varies depending on the size of the label, print mode and label registration type selected)
Print Quality	1200 x 1200 optimized dpi (Can print up to 4800 dpi Please ask your supplier for details.)
Ink Cartridges	There are four large, separate ink cartridges in the VP485 (Cyan, Magenta, Yellow and Black) Each ink cartridge can be replaced separately. Ink levels are displayed on the printers display
Compatible Operating Systems	Microsoft Windows 2000 XP, Windows 7 and Vista
Media Dimensions	- Maximum Label / Tag roll width 8.5" - Label roll on a 3" core - External roll maximum diameter 10" - Minimum label height 1" - Minimum label width 1.5"
Media Handling	Gap sensing and black mark sensing Continuous label or tag stock Handles roll or fanfold stocks
Adjustable registration	The registration mark sensor is adjustable across the label width to allow for sensing of different shapes
Options	- Ethernet base 10/100 base T (Available on request) - Integrated rewinder unit (Available on request) - Integrated pin fed option for continuous form handling (Available on request)
Dimensions / Weight Printer:	19.4 (W) x 14.1 (D) x 11.5 (H) Inches 495 (W) x 360 (D) x 294 (H) mm 25 lbs.
Interfaces	USB II (optional ethernet)

Key Features

- Lowest cost of ownership of any inkjet label printer in its class today[1]
- Lowest cost to print of any inkjet label printer in its segment[2]
- Enables fully variable color content
- All inks are in easy access separate cartridges (reduces waste, cost, and interventions while making changes easy)
- High impact labels with deep rich colors
- Great water resistance[3]
- Highly scratch and smudge resistant
- Easy to operate
- Large external unwinder ideal for longer print runs

(1) Cost of ownership based on published list prices on printers and consumables
(2) Lower cost per ml for full set of inks based on published list price. Saving may increase dependant on color and black % usage
(3) Water resistance may vary depending on the stock used. Check with your supplier

Lowest Total Cost to Print![2]



VP1-485STD
with integrated rewinder

www.VIPColor.com

VIP COLOR

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Label printers



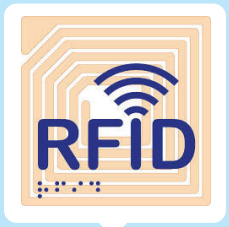
Barcode readers



Data terminals & PDA



PVC card printers



RFID



Consumables
(labels, ribbons, PVC cards)

All Brands Technical Service

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