

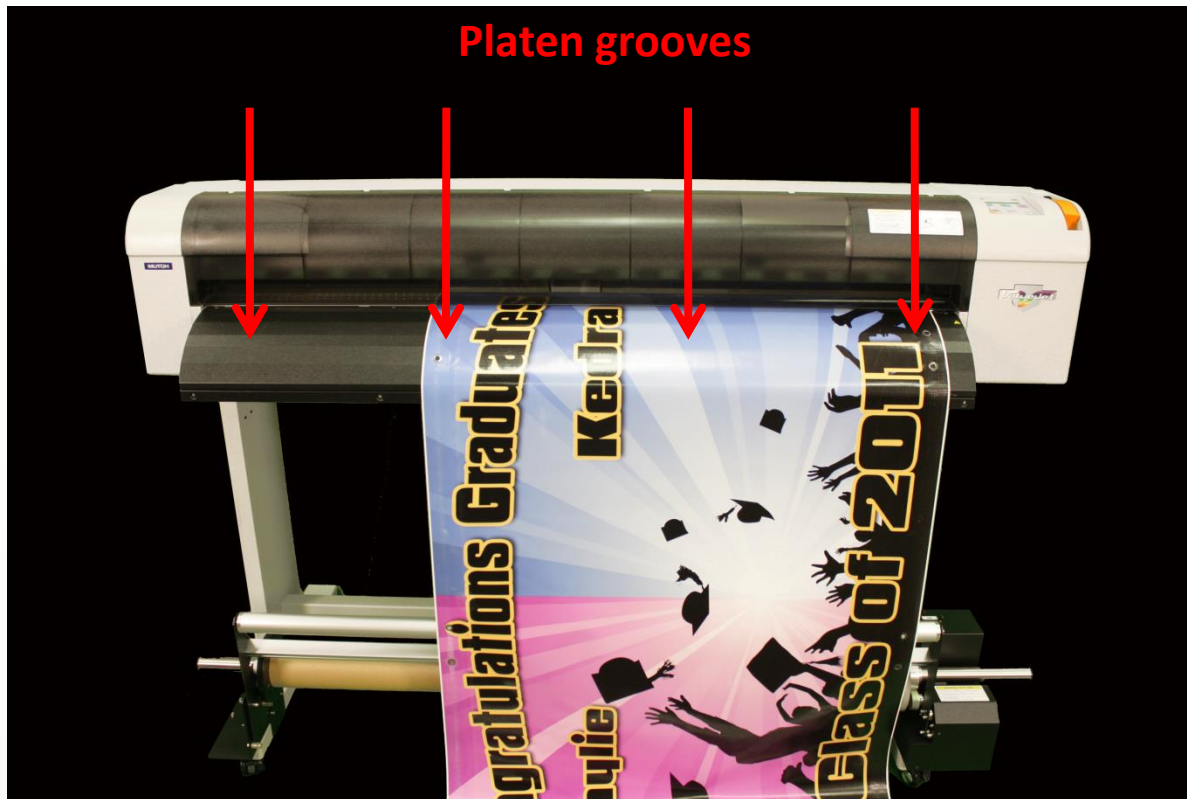
New Product Launch: ValueJet 1204PLUS (48")

**Japan shipments: July 2011
NA introduction: August 2011**

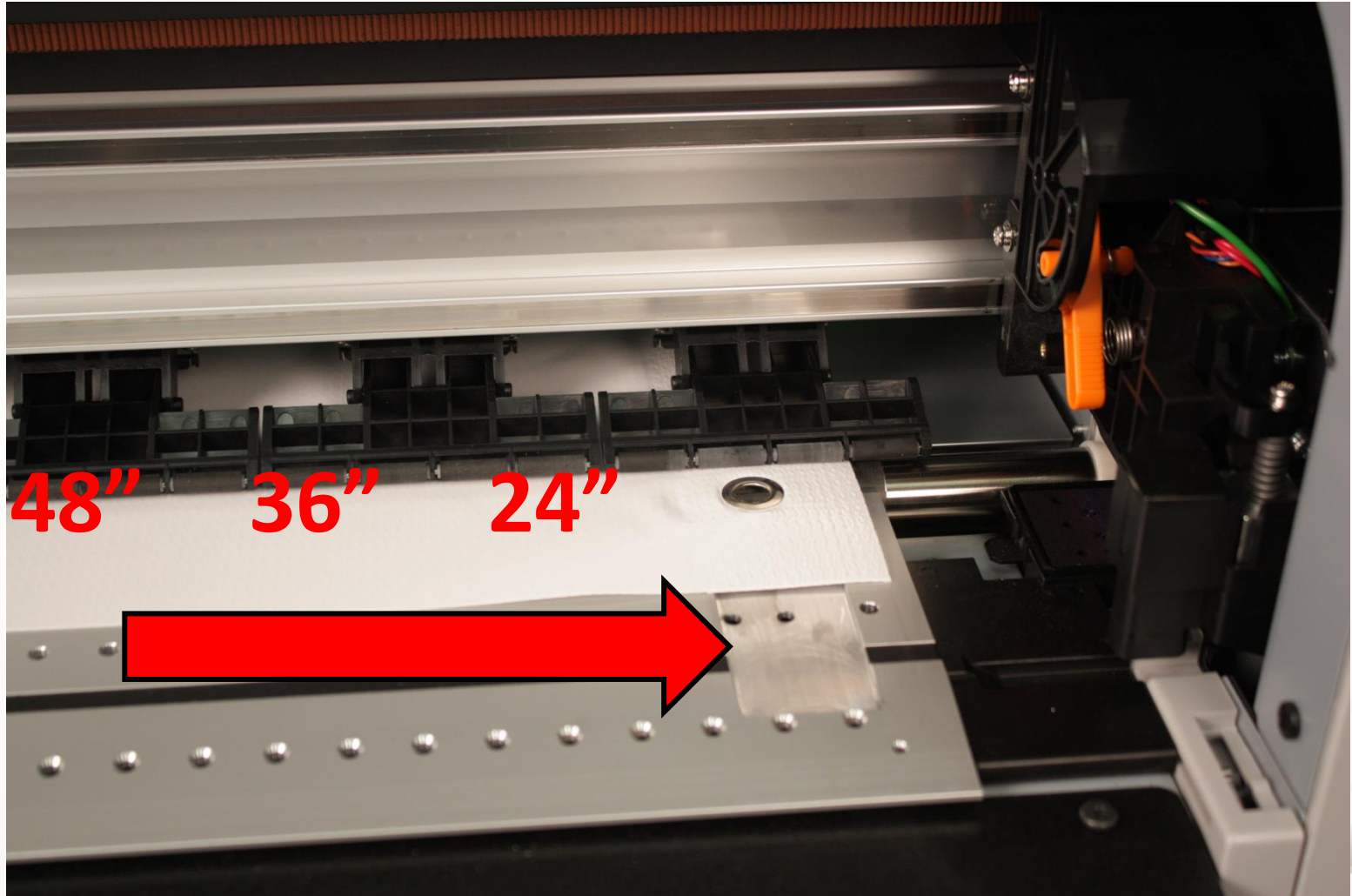
Mutoh America Inc.

ValueJet 1204GA

MSRP \$11,995



Print Platen Grooves



Features 1204GA

Based on the VJ1204

- Prints on pre-grommated media or standard media
- Max print speed 140 sf/h (720x720, 4 pass, bidirectional)
- Highest quality 16.2 sf/h (1440x1440, 16 pass, unidirectional)
- Maximum media width 51.18" (1300mm)
- Maximum print width
 - 47.24" (1200mm) in bidirectional print mode
 - 47.99" (1219mm) in unidirectional print mode
- Maximum media thickness 0.65mm (.0256")
- Thickness of grommet is 1.32 – 1.42mm (.052 - .0559")
- Grooved platen to avoid grommet hitting print head
- Cover for grooved platen when not using grommated media
- Higher gap to prevent grommet from contacting head during printing (2mm to 2.5mm)

Features 1204GA

- Head height can be adjusted manually
 - PG Low: 1.2mm
 - PG High: 2.5mm (when using grommeted media)
- Manual cutter using groove on media guide
- Platen Heater
 - Attached under the platen as standard
 - Settings = OFF, 30 – 50 degrees C
- Pre Heater
 - Attached under the paper guide as standard
 - Settings = OFF, 30 – 50 degrees C

Ink Cartridges 1204GA

- Black VJ-MSINK3-BK220
- Cyan VJ-MSINK3-CY220
- Magenta VJ-MSINK3-MA220
- Yellow VJ-MSINK3-YE220
- Cleaning Fluid VJ-MSINK3-CL220

Pre-Grommeted Media Initial Offering

Media Width

- 24" x 72' (24 yards)
- 36" x 72' (24 yards)
- 48" x 72' (24 yards)

14oz scrim vinyl, gloss finish

Printing Pre-Grommated Media

Following steps MUST be followed to avoid damaging print head:

1) Set head height adjustment lever to “High”

- If “Pre-Grommated Media? No” is displayed on the operation pane, press (+) key or (-) key and select “yes”
- After selecting “yes”, press enter key on panel
- If the above message does not show up on the panel, the head height is already set to “High” position.

2) Remove the grommet fill plate from the platen

Do not remove the Grommet fill plate from platen when printing other types of media

Mutoh ValueJet 1204GA

Spec Sheet

Specification	ValuJet 1204GA (48")
Max Print Width	47.99" (1219mm)
Max Media Width	51.18" (1300mm)
Max media thickness	.65mm, 1.42mm pre-grommated
Print Head Technology	Piezo
No. of print heads	1 (CMYK)
No. of nozzles	(180 nozzles) x 2 per color OR (180 nozzles) x 8
Max Resolution (dpi)	1440
Max Speed	140sf/hr
Minimum Droplet Size	21.2pl
Variable Dot	Yes
Head Height	1.2mm - 2.5mm manually adjusted for media type
Type of Ink	Eco-Solvent
Max Colors	4 (CMYK)
Outdoor Durability	Up to 3 years
Type of Ink Supply	220ml cartridge for each color
Heater	3 (pre platen and after)
Max Consumption Current	10A or less (90 - 132V) 5A or less (198 - 264V)
Max Power Consumption	Off = 1W or less. Standby = 40W heating OFF, 1190W heating ON. Printing = 1260W. Cleaning = 90W.
Max Roll Weight	Printer 41.89lbs (19kg)
Take-up System	Standard
RIP Software	Standard
Weight (shipping)	240lbs
Dimensions w x d x h (printer)	70" x 30" x 48"
Operating temp	68 F - 89.6 F
Operating humidity range	40% - 60%
Product Warranty	1 year On-Site
Retail Price	\$11,995

ValueJet 1204GA Competitors

NONE

- No other printer on the market allows you to print on pre-grommated media.
- Mutoh is working on an “exclusive” relationship to bring this solution to the market place.

Dealer Margin

Manufacturer Suggested Retail (Print Shop) and Dealer (wholesale) Pricing :

Size	Print Shop \$	Print Shop \$/sf	Dealer \$	*Dealer/sf	Dealer GM
24" x 72'	\$71.92	\$0.50	\$51.84	\$0.36	28pts
36" x 72'	\$107.89	\$0.50	\$77.76	\$0.36	28pts
48" x 72'	\$143.85	\$0.50	\$103.68	\$0.36	28pts

What margin do dealers traditionally make selling vinyl? 15 – 25 pts

*Dealer price of comparable vinyl ranges between \$0.13 to \$0.23 / sf

Why Buy the 1204GA

2' x 6' banner

Half Price Banners: \$23 + shipping = \$36

		Machine cost	\$11,995
Ink cost	\$3	\$0.25/sf	
Media cost	\$6	\$0.50/sf	
Total cost	\$9	\$0.75/sf	
Profit	\$27	\$2.25/sf	

ROI

1.7 banners / day - 5 days / week - 52 weeks / year

$\$27 \times 442/\text{year} = \$11,934$

Existing Printers

No grommet machine – no welder

2' x 6' banner

Half Price Banners: \$23 + shipping = \$36

In-House Costs:

- | | | |
|--------------|-----|-----------|
| • Ink cost | \$3 | \$0.25/sf |
| • Media cost | \$2 | \$0.17/sf |

Outsourced Charges:

- | | | |
|-------------------|------|---------------------------|
| • Grommet charge | \$6 | \$1/ grommet |
| • Hem charge | \$12 | \$1/sf |
| • Shipping charge | \$12 | standard delivery one way |

Total cost	\$35	\$2.92/sf
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Profit	\$1	\$0.08/sf
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Advantages

We put you in the “Just in Time” Banner Business

TIME

LABOR

SPACE

PRICING

CUSTOMER SERVICE

CUSTOMER SATISFACTION

MARGIN

One Hour Banners

Thank You

Questions..?