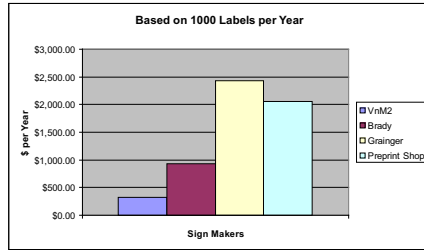


## WP&L SignMaker - Cost Analysis

One of the most important aspects of safety is properly identifying hazards, equipment and potential dangers. The WP&L SignMaker gives anyone the ability to economically and quickly create custom signs and labels applicable to any plant or facility.

### Cost Analysis: 1000 Labels Per Year

The label sizes used for this cost analysis are 250 each of: 1" x 8", 2" x 14", 3" x 24" and 4" x 24".

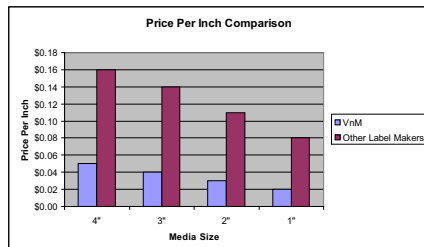


Based on using only 1000 labels per year, you can clearly see the cost savings of using the WP&L SignMaker versus everyone else. If you are currently using a print system or a local print shop, consider the amount of money and time saved per year utilizing the WP&L SignMaker.

How much would VnM save your business per year?

### Cost Analysis: Price per Inch

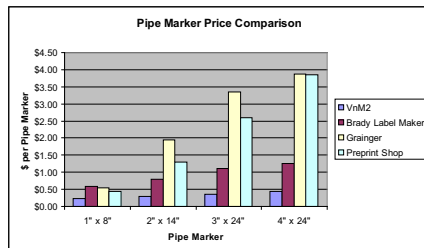
Compares the price per inch of the WP&L SignMaker versus other label makers.



The graph above illustrates the cost per inch of premium quality vinyl. The WP&L SignMaker cost per inch is 3 to 4 times less than the competition. The data is based on list price gathered on 11/2009.

### Cost Analysis: Pipe ID Comparison

Compares the price of standard pipe marker sizes used in facilities and plants.



Pipe markers are widely used amongst large facilities and plants. The comparison above illustrates the price you would pay for the standard size markers with the WP&L SignMaker and others.

### Compare WP&L SignMakers to the rest...



	VnM2®	Global Mark®	Mini Mark®	VnM8®	Power Mark®
Max. Media Width	4"	4"	4"	9"	10"
DPI	203 or 300	300	203	300	300
Print Speed	<b>5 ips</b>	1 ips	3 ips	<b>4 ips</b>	<1 ips
Max. Labels per Day	<b>3000+</b>	2000	2000	<b>500+</b>	300
Standalone	Yes	Yes	No (software driven)	Yes	Yes
Ease of Operation	<b>Very Easy</b>	Difficult	Difficult (software needed)	<b>Very Easy</b>	Hard
Weight	<b>10 lbs.</b>	30 lbs.	4.85 lbs.	61 lbs.	45 lbs.
Warranty	<b>3-Year</b>	1-Year	N/A	<b>3-Year</b>	1-Year
Service/Repair Plan	Yes	No	No	Yes	No
Portability Option	Yes	No	No	No	No
Avg Length for Tapes	<b>75ft / 150ft</b>	33R / 50ft	50R / 100ft	<b>75ft / 150ft</b>	33ft
Software	<b>\$495.00 Optional</b>	\$624.37	\$624.37	<b>\$495.00</b>	\$595.00
Media Supported	Vinyl, Magnetic, Phosphorescent, Tag Stock, Polyester, Reflective, Cold Temperature	Vinyl, Magnetic, Phosphorescent, Tag Stock, Polyester, Reflective, Cold Temperature	Vinyl, Magnetic, Phosphorescent, Tag Stock, Polyester, Reflective, Cold Temperature	Vinyl, Magnetic, Phosphorescent, Tag Stock, Polyester, Reflective, Cold Temperature	Vinyl, Magnetic, Phosphorescent, Tag Stock, Polyester, Reflective, Cold Temperature
Market Price	<b>\$1,295.00 - \$1,595.00</b>	\$2,495.00 - \$5,495.00	\$1,819.37 (w/ software)	<b>\$5,195.00</b>	\$4,995.00 - \$7,195.00

### Compare WP&L materials with the rest...



Compare WP&L Media and Ink to other label makers and see the difference in cost and length of rolls!

- Save up to 70% in material costs a year
- Media and Ink are 50-300% longer than any other label maker in the market

	WP&L2		Brady®	
1" Premium Vinyl	\$62.50	150ft	\$109.50	100ft
2" Premium Vinyl	\$82.50	150ft	\$158.77	100ft
3" Premium Vinyl	\$99.50	150ft	\$194.06	100ft
4" Premium Vinyl	\$125.50	150ft	\$232.07	100ft/50ft
5" Premium Vinyl	\$150.50	150ft	N/A	N/A
6" Premium Vinyl	\$182.50	150ft	\$166.22	50ft
7" Premium Vinyl	\$210.50	150ft	\$193.93	50ft
8" Premium Vinyl	\$250.50	150ft	\$207.98	50ft
1" Reflective Vinyl	\$62.50	75ft	\$122.12	50ft
2" Reflective Vinyl	\$82.50	75ft	\$195.42	50ft
3" Reflective Vinyl	\$107.50	75ft	N/A	N/A
4" Reflective Vinyl	\$125.50	75ft	\$305.39	50ft/33ft
5" Reflective Vinyl	\$175.50	75ft	N/A	N/A
6" Reflective Vinyl	\$199.50	75ft	N/A	N/A
7" Reflective Vinyl	\$225.50	75ft	\$249.36	33ft
8" Reflective Vinyl	\$250.50	75ft	N/A	N/A
4" Black Ribbon	\$125.50	984ft	\$107.79	200ft
6.5" Black Ribbon	\$189.50	984ft	\$288.08	200ft
8.5" Black Ribbon	\$249.50	984ft	\$288.08	200ft
4" White Ribbon	\$125.50	600ft	\$103.79	200ft
6.5" White Ribbon	\$189.50	984ft	\$277.08	200ft
8.5" White Ribbon	\$249.50	984ft	\$277.08	200ft

## More reasons to use VnM SignMakers...

- Create CUSTOM LABELS without the extra charge
- No need for going through huge catalogs of sign part #'s, create it yourself - You have the option of utilizing WP&L Label Direct to save your signs on your PC, print your own barcodes and access databases for labels
- No need to wait long lead times to get your signs, print them when you need them, no shipping costs apply (Print shops charge shipping)
- Save up to 70% in you signage or material cost, guaranteed
- The VnM SignMaker is the easiest to use sign and label maker in the world
- Optional battery pack gives you the flexibility of printing signs where there is no electricity
- Increase safety and awareness at your business now and save even more!

