

PICTORA

HIGH SPEED DIGITAL BOARD REPRODUCTION



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INK COSTS

One of the questions asked during the sales cycle is the ink cost per square foot. This question is very difficult to quantify as every image is different. Heavy dense images will use much more ink than a light flesh tone image. To help demonstrate the real ink costs involved, we ripped the following images using Caldera GrandRIP at the stated sizes and default profile. We then used the RIP software to determine the amount of ink used and the respective ink costs per square foot.

True greyscale inkjet printing has a marked ink usage improvement over conventional inkjet printing in that it uses the smaller drop sizes to adjust the lower tones. But the one thing that it does not improve a great deal is heavy dark fill areas. These areas are going to require a finite amount of ink to fill them and even though the small drops can be used to change the gamut, the amount of ink used will be very similar. To get a true comparison, a standard target print with light, medium and dark areas should be printed using both systems and then compared.

Image Size	Ink Volume	Ink Cost/L	Cost/SqFt
24" x 12" 2.0 sqft area	1.45 ml	\$120	\$ 0.09



Image Size
14" x 24" 2.3 sqft area

Ink Volume
0.531 ml

Ink Cost/L
\$120

Cost/SqFt
\$ 0.03



Image Size	Ink Volume	Ink Cost/L	Cost/SqFt
24" x 16.5" 2.75 sqft area	3.906 ml	\$120	\$ 0.17



Image Size	Ink Volume	Ink Cost/L	Cost/SqFt
24" x 19.2" 3.2 sqft area	3.83 ml	\$120	\$ 0.14

