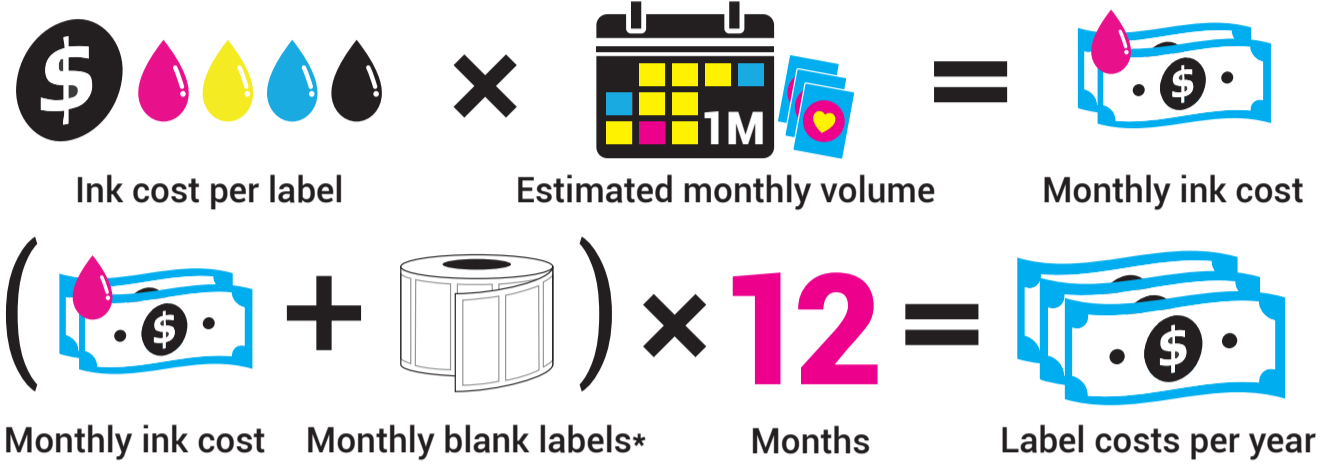


HOW TO DETERMINE THE BEST LABEL PRINTER

Per-label costs depend heavily on the amount of ink required for each design. This is your biggest consumable as a printer owner.

Important to factor in long-term cost



The cost of a label and the number of labels will determine which printer is right for you.

* Blank labels costs can vary significantly based on order amount, material type, size, and shape. See store.afinialabel.com for details.

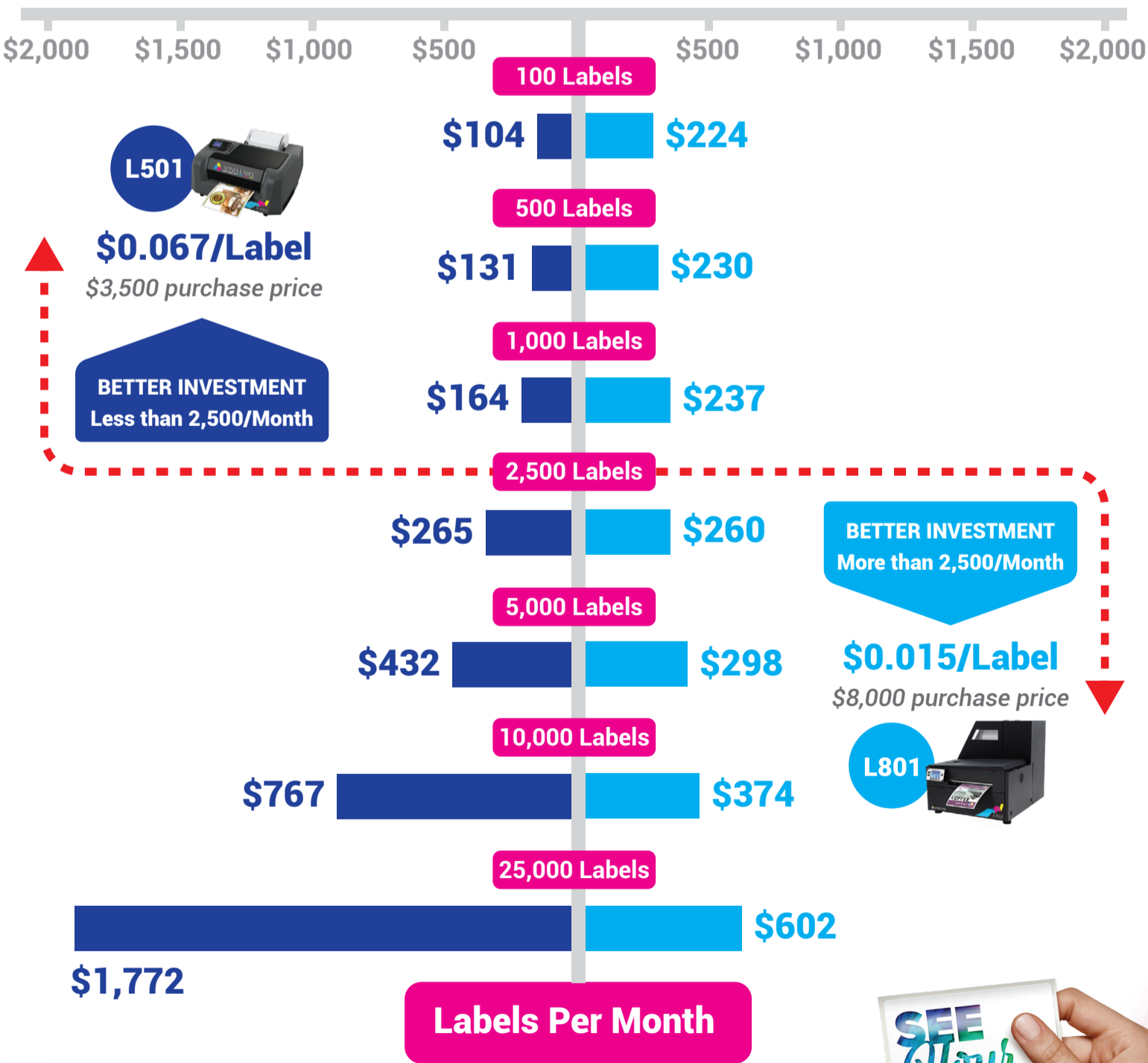


PER-MONTH TOTAL COST OF OWNERSHIP

(Label cost + Amortized Printer Cost at 3 years)

Total Monthly Cost

(Label cost + Amortized Printer Cost at 3 years)



MAKE YOUR OWN LABELS