



Pricing Guide

CAD-CUT® Materials January 2008

TARGET

What are my costs?

Labour costs will vary from region to region. When establishing list pricing for resale, a good rule of thumb is to double your costs. This includes materials, labour, and possibly overhead. You can discount from there, if your customer warrants it, but try to refrain from discounting more than 25% off your list prices. This will allow you to keep your gross profit margin from dipping below 33%.

What's my cost per design?

Costs per design will vary depending on the material used and the size of the design (see chart below). As a rough guide you can easily calculate your material costs by determining the sq. cm price for the material you are using and multiplying that by the overall size of the design. For example, the material costs involved in creating a 5 x 5cm heart print in CAD-CUT® Premium material would cost approximately 2 pence per image.

MATERIAL	*Price Per Metre	Sq. cm	5x5cm Print	30x10cm Print
Premium™	£4.65	£0.0009	£0.02	£0.28
Premium™ Special Colours	£4.85	£0.0010	£0.02	£0.28
PromoFlock™	£6.96	£0.0014	£0.03	£0.42
NylonGrip2™	£5.55	£0.0011	£0.03	£0.33
EconoFlex™	£4.65	£0.0009	£0.02	£0.28
EconoFilm™	£4.65	£0.0009	£0.02	£0.28
EconoFilm Plus™	£5.45	£0.0011	£0.03	£0.30
EconoFilm Fashion™	£4.95	£0.0010	£0.02	£0.29
EconoFilm Fluorescent™	£4.85	£0.0010	£0.02	£0.28
EconoReflex™	£10.00	£0.0020	£0.05	£0.60

*Based on roll price as of 1st January 2008

www.TargetTransfers.com | 01376 326351

Target Transfers, Anglia Way, Braintree, Essex CM7 3RG. Fax: 01376 345876

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