

Black Spurs Nursery

Annual cost savings - \$1,950*(refer below)



John Stanhope operates his garden centre in Healesville, Victoria. John has purchased our products on a number of occasions.

Benefits of using Eye-Catchers

The majority of price tickets at the centre are printed with a colour ink jet printer on A4 paper and then laminated for waterproofing. The cost of each print is estimated at 4 cents, the lamination costs are approximately \$1.00 and the labour cost for laminating is estimated at \$0.50 per price ticket. Hence the total cost for each price ticket is \$1.54. Using Eye-Catchers the cost of each print is estimated at 4 cents (cost varies depending on printer type and graphic) and all lamination costs are eliminated. This results in a SAVING OF \$1.50 for each price ticket.

What are the set-up costs to use Eye-Catchers?

The estimated cost to set up the Black Spurs with A5 label holders and a combination of stake extensions and maxibases (metal) was \$900.

*What are the cost savings?

Based on anticipated ticket requirements of 1,300 per year (25 per week):

FIRST YEAR

Old Cost of Laminated Tickets	=	\$2002.00
LESS Cost of Eye-Catcher Tickets	=	\$52.00
LESS Set Up Costs	=	\$900.00
TOTAL SAVING	=	\$1,050.00

SUBSEQUENT YEARS

Old Cost of Laminated Tickets	=	\$2,002
LESS Cost of Eye-Catcher Tickets	=	\$52.00
TOTAL SAVING	=	\$1,950.00



www.eye-catcher.com.au

