



## Revenue Projections

This is just a simple example of what Cinemage’s Print-on-Demand Giclee Reproductions could add to your business in just the first year.

This example is based upon our Cinemage 100 entry-level PrintStation.

The Cinemage 100 system is able to print two 24” x 36” images an hour. So, assuming a shop is open 6 days a week for an average of 8 hours a day, this means the maximum printing capacity is 4992 Giclee reproductions a year. It be fantastic if we were all that busy every day...but that’s a dream.

*A realistic projection might be that we would operate at 5% over the year. This means that we would sell about 21 reproductions a month.*

Now, depending upon which substrate the image is printed on, your costs and margins will vary. What we’ve done here is look at sales volumes based upon 100% framing of image sales. We’ve also provided you with examples of sales figures for each of our four base substrates. We’ve also included a scenerio for digital printing of your customer’s own images. Finally, we’ve decided, for the sake of simplicity, to assume a 100% mark-up on every cost—image, printing & production, and framing. Obviously, you have the flexibility to charge more or less than that to suit your market. So, here’s the numbers:

Cinemage 100 PrintStation Sales Figures  
 Single Month at 5% Printing Capacity = 20.8 sales per month  
 Projections based on sales of 24” x 36” images  
 Framing Price per unit = \$ 180.00

|   | Art Paper        | Canvas           | Glossy or Satin Photo Paper | Customer’s Images on Photo Paper |
|---|------------------|------------------|-----------------------------|----------------------------------|
| Single Image Retail Price (w/o framing) | \$160            | \$176            | \$145                       | \$60                             |
| 5% Image Retail                         | \$ 3,323         | \$ 3,657         | \$ 3,018                    | \$ 1,253                         |
| Framing Retail                          | \$ 3,744         | \$ 3,744         | \$ 3,744                    | \$ 3,744                         |
| Retail Income                           | \$ 7,067         | \$ 7,401         | \$ 6,762                    | \$ 4,997                         |
| <b>Wholesale Costs 50% of Retail</b>    | <b>\$ 3,533</b>  | <b>\$ 3,700</b>  | <b>\$ 3,381</b>             | <b>\$ 2,498</b>                  |
| Gross Profit                            | \$ 3,533         | \$ 3,700         | \$ 3,381                    | \$ 2,498                         |
| Cinemage 100 Lease                      | \$ 218           | \$ 218           | \$ 218                      | \$ 218                           |
| Net Monthly Profit                      | \$ 3,315         | \$ 3,482         | \$ 3,163                    | \$ 2,280                         |
| <b>Annual Profit</b>                    | <b>\$ 39,786</b> | <b>\$ 41,792</b> | <b>\$ 37,958</b>            | <b>\$27,365</b>                  |

**Bottom Line – Break-even on a Cinemage 100 System Lease is only 2 Framed Giclee Reproduction sales a month!**