wallPen
NORTH AMERICA

PRICING, FAQ, & FACT SHEET

GET VERTICAL

verticalprinters.com

WALLPEN® E2 STARTER KIT:

- wallPen® E2

- wallPen® Vertical Axis Extension Set

- wallPen® Track Extension Package 660cm

Price: $58,000.00

ADD ONS:

WHITE INK UPGRADE:

- Hardware and software for white ink
- 3 bottles of white ink

Price: $7,700.00

ULTIMATE EASEL:

- Designed for off the wall printing
- Can hold sheets goods, canvases, and other materials up to 4'x4'
- Can be joined together to increase size

Price: $1,495.00

- Maximum print resolution 900 x 1200 dpi
- Variable vertical print height from 1.7m to 4.0m
- Up to 16 square meters printing speed per hour
- Print in full color CMYK spectrum
- High-quality industrial grade components from leading manufacturers in Germany and the EU
- Brilliant, long-lasting UV inks, immediately cured by LED UV technology
- Operation via WiFi using a modern web interface
- wallPen® RIP software (Raster Image Processor) with full ICC support
- Continuous distance control automatically compensates for wall irregularities of up to 10 centimeters via laser sensor technology
- White printing with fifth print head (optional)
- In-house developed wallPen® printing electronics
- "RICOH" print heads in highest industrial quality

SCOPE OF DELIVERY

- wallPen® E2 wall printer with 1.7m and 2.4m vertical print height
- Two days of individual training at the plant or via online training
- 7" tablet for wireless operation
- Six tailor made carrier bags for easy and safe transportation
- wallPen® 64-bit RIP software for Windows and Mac
- wallPen® UV ink (Made in EU) sufficient for approx 100m print area
- One year warranty & maintenance (wear parts excluded)
- Service & warranty extendable up to three years (optional)
- Accessories to clean, maintain and use the printer
- Service via hotline, ticket system, and access to FAQ database

OPERATIONAL FACT SHEET

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This fact sheet is to be used as a reference for the operational guidelines for the wallPen® E2 vertical wall printer

SET-UP TIME : 20 mins
TAKE-DOWN: 10 mins

The wallPen® was specifically designed to allow for *easy set-up* with a single tool. Simply print hardware checks prior to printing and you're ready to go.

- wallPen® Assembly: 10 minutes
- Print Nozzle Checks: 10 minutes
- Take-down: 10 minutes

PRINT SPEED : 30 sq. ft. per hour (average)

The wallPen® is apable of printing at varying speeds- up to 150 sq. ft. per hour- depending on the resolution required for a customer. For UV prints we found 30 sq. ft. per hour the sweet spot.

Image Size	Approx. Time
3'X3'	18 minutes
4'x4'	32 minutes
5'x5'	50 minutes
6'x6'	1 hours 10 mins
7'x7'	1 hours 38 mins
8'x8'	2 hours 8 mins
10'x10'	3 hours 20 mins

PRINT MARGINS

Due to the nature of inkjet printing the wallPen® will require the following margins:

CONSUMABLES: $0.55/mL

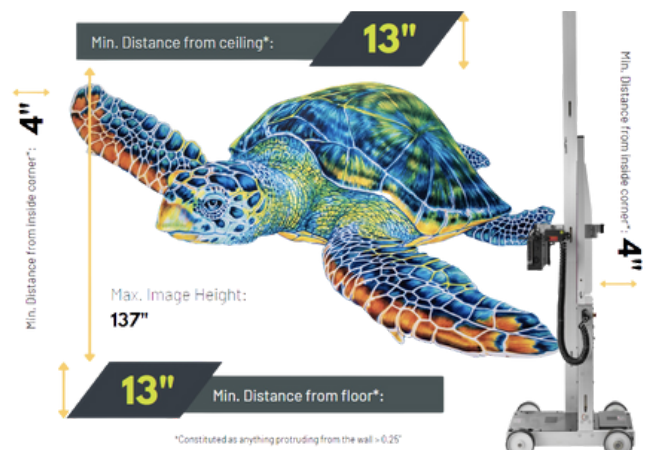Thanks to the wallPen's® Drop-On-Demand (DOD) inkjet technology, ink consumption us very low (~1.5mL/sq.ft.)

Image Size	Ink Cost*
3'X3'	$7.43
4'x4'	$13.20
5'x5'	$20.63
6'x6'	$29.70
7'x7'	$40.43
8'x8'	$52.80
10'x10'	$82.50

Ink costs are approximate and will vary depending on print.

REVENUE ESTIMATES

Based on real-life projects across the globe, wallPen® operators see projects sell on average for $18/sq.ft. At this rate, an operator is projected to make approx. $540/hr

Image Size	Revenue from Job
3'X3'	$162.00
4'x4'	$288.00
5'x5'	$450.00
6'x6'	$648.00
7'x7'	$882.00
8'x8'	$1,152.00
10'x10'	$1,800.00

Min. Distance from ceiling*: **13"**
Min. Distance from inside corner*: **4"**
Min. Distance from inside corner*: **4"**
Max. Image Height: **137"**
Min. Distance from floor*: **13"**
Constituted as anything protruding from the wall > 0.25"

wallPen® North America is the proud North American distributor of the wallPen® e2 direct to substrate, vertical wall printer. This revolutionary approach to printing opens a world of design possibilities otherwise impossible for traditional print methods

FINANCIAL

1: DO YOU OFFER FINANCING?

We do not offer financing directly, but would be happy to work with the financial institution of your choice on providing the information necessary to secure a SBA loan or any other financial support

2: HOW MUCH IS SHIPPING TO THE US/CANADA?

Due to the ever-changing landscape of international logistics, these rates can vary significantly. Generally, we recommend to budget roughly $4,500 USD for shipping.

3: HOW DO I ORDER INK?

To keep things fresh, ink is shipped direct out of Germany, and usually arrives within 5 business days from order. We also inventory ink here in North America for next day shipping in the event of an emergency. Ink is shelf stable for 1 year.

4: WHAT KIND OF SERVICE AND SUPPORT IS OFFERED?

Every purchase of the wallPen® comes with a one-year manufacturers warranty. This warranty can be extended up to three years for an additional fee of $2,500/yr. Basic service and operational support are provided domestically by our certified wallPen® technicians. extensive warranty claims will be supported by wallPen® Germany. All shipping fees for warranty claims will be included as part of the warranty.

5: HOW MUCH IS REPLACEMENT INK?

Ink is $0.50/mL. Ink is shipped in 200 mL bottles. A full ink refill (for all four colors) is $395 USD. - One square foot of printed image uses roughly 1.5mL of ink.

wallPen® FAQ's

TECHNICAL

1: HOW MUCH DOES THE WALLPEN® WEIGH?

The assembled printer weighs roughly ~86kg (190 lbs)

The printer is transported as 6 separate components, with the heaviest weighing roughly 20kg (40 lbs)

2: IS THE PRINTER PORTABLE?

The printer is transported in 6 custom carrying bags that can be carried by one person. The entire wallPen® can fit into a mid-size hatchback or SUV.

3: HOW LONG DOES IT TAKE TO ASSEMBLE ON SITE?

On-site assembly for the printer takes ~30 minutes and only requires one tool

4: WHAT KIND OF MAINTENANCE AND SERVICE IS INVOLVED?

The wallPen® was designed to minimize downtime. Maintenance requirements for the wallPen® is roughly 30-60 mins/month. All maintenance items are covered in training.

5: ARE THERE MECHANICAL SPARE PARTS REQUIRED?

The wallPen® is built using only the best industrial machining components. Under proper care, the mechanical components of the wallPen® should not require replacements for MANY years to come.

6: WILL PRINT HEADS REQUIRE REPLACEMENT?

With appropriate caution and care, a head can last for several years. If one should fail, a replacement can be shipped with-in 24-hrs

Print heads cost ~$595 USD

PRINTING

1: WHAT SIZE IMAGE CAN THE WALLPEN® PRINT?

- Height: The standard wallPen® has an operating height of 7.8 ft (240cm). With the purchase of the optional extension kit, the wallPen® can be extended in 4" (10cm) increments, to a maximum printer height of 13ft (4m). This translates to a mural up to 11.5ft (3.5m) from top to bottom.
- Width: unlimited
- Margins:
- Left: 6 cm (2.3 in.)
- Right: 9 cm (3.5 in.)
- Top: 25 cm (8.6 in.)
- Bottom 17 cm (6.6 in.)

2: WHAT KIND OF COLORS CAN BE PRINTED?

The printer utilizes four drop-on-demand print-heads using CMYK (cyan, magenta, yellow, and black) colored ink. CMYK colors can provide a broad color gamut satisfying most color requirements. With a white ink upgrade, you will also be able to print using white ink!

3: WHAT RESOLUTION CAN IT PRINT?

The printer can print up to 900 x 1200 dpi

4: WHAT IMAGE FORMATS ARE REQUIRED?

Final images are processed from .tif or .png files, but with a basic understanding of photo editing software (e.g. Photoshop) most file formats are acceptable. Formats include AI, EPS, TIF, PNG, JPG, BMP. This is all covered in training.

5: CAN IT PRINT TEXT?

Absolutely! By using the wallPen® you save yourself the time and headache of weeding small intricate vinyl text.

6: WHAT KIND OF SUBSTRATES CAN BE PRINTED ON?

Thanks to the plastic-like UV cured ink, the wallPen® can print on nearly any substrate. We have examples on plaster, wallpaper, wood, brick, paint, stone, plastic, glass, most tiles and many more.

7: HOW MUCH INK IS USED DURING PRINTING?

Ink use varies depending on image. For estimating purposes, a 1.5 mL per square foot is a conservative estimation.

8: WHAT KIND OF INK IS USED?

Specially formulated, plastic-like, low-odor wallPen® UV ink made in the EU. There is no odor or VOC (volatile organic compounds) emitted from this ink making it suitable to print in all environments.

9: IS THE PRINTED IMAGE DURABLE?

- The ink is UV resistant, maintaining colour fastness for 2+ years outdoor and 12+ years indoor. For extreme environments, a clear coat can be applied to improve resilience.
- Thanks to the UV cured ink, images are also instantly scratch and abrasion resistant upon printing.

10: HOW LONG DOES IT TAKE TO PRINT?

The new wallPen® E2 can print up to 16 m2 per hour (172 sq.ft./hr) depending on selected quality and resolution. For the most common print speeds we see approx. 3 m2 per hour (30 sq.ft./hr)

11: HOW DO I REMOVE MY PRINT?

Depending on the substrate there are different methods of removal:

- On a painted surface – two coats of paint and it's gone!
- On glass or ceramic – a paint scraper or razor blade can be used.
- Wood – can be painted or sanded.
- Metal or concrete – best to work with sand or glass bead blasting technology.

MARKET

1: WHAT DO WALLPEN™ OWNERS GENERALLY CHARGE FOR PRINTS?

The typical per square foot cost for prints can vary between $18 - $22+/sq.ft.

Set-up fees are also used to compensate for smaller prints or more complicated print locations

2: WHAT ARE THE KEY TARGET MARKETS FOR VERTICAL PRINTING?

Given the nature of vertical printing, there are new applications regularly suggested. Types of customers we generally target are:

- Museums and Art Galleries
- Hotels
- Schools
- Hospitals
- Property Management Companies
- Architectural Firms
- Residential
- Restaurants and small businesses
- Art applications
- Canvas prints

and more!

Award winning professional wall printer

Many (20+) national and international patents

Fully developed and manufactured by wallPen in Germany

The world's first vertical mobile UV printer