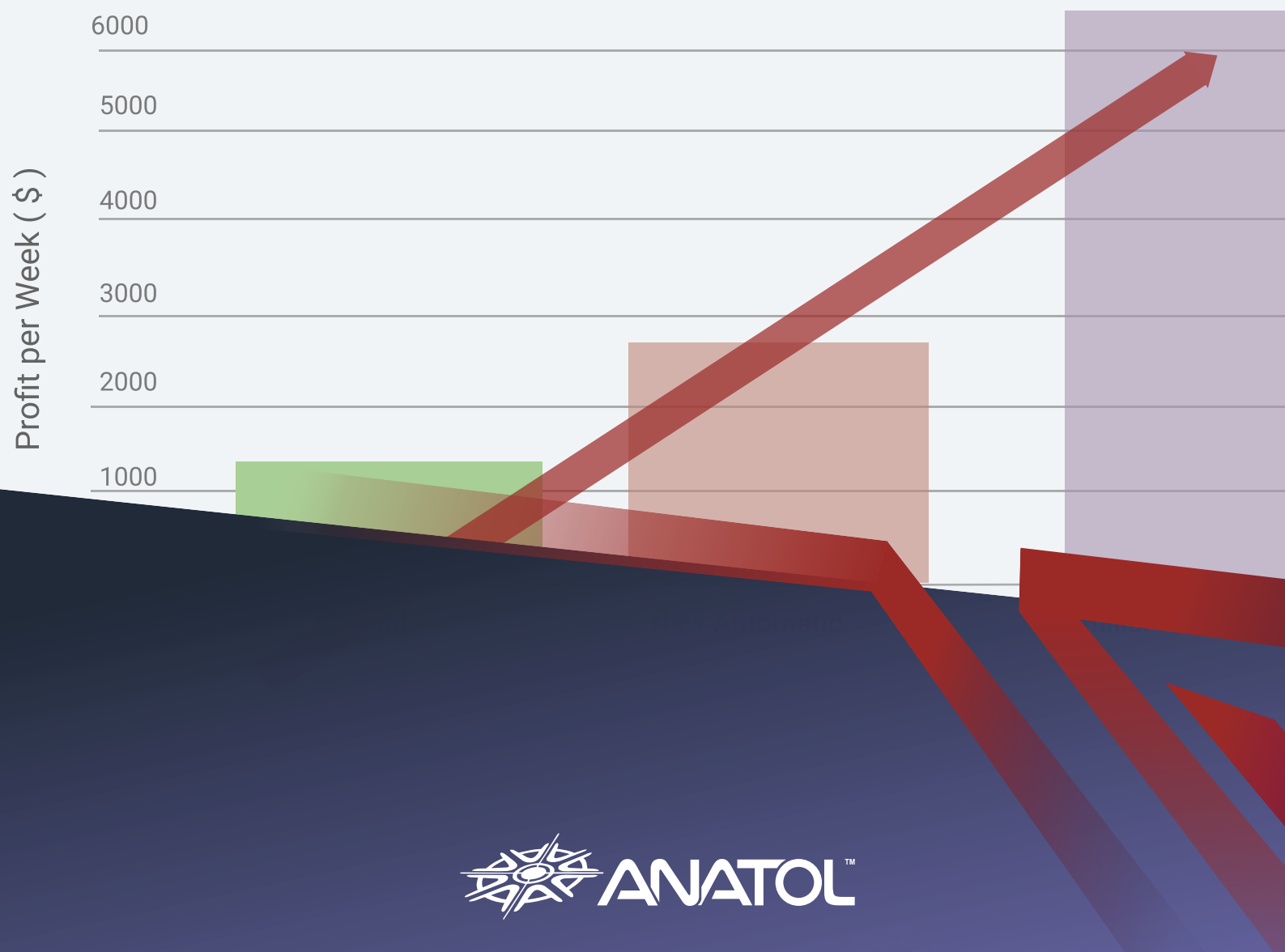
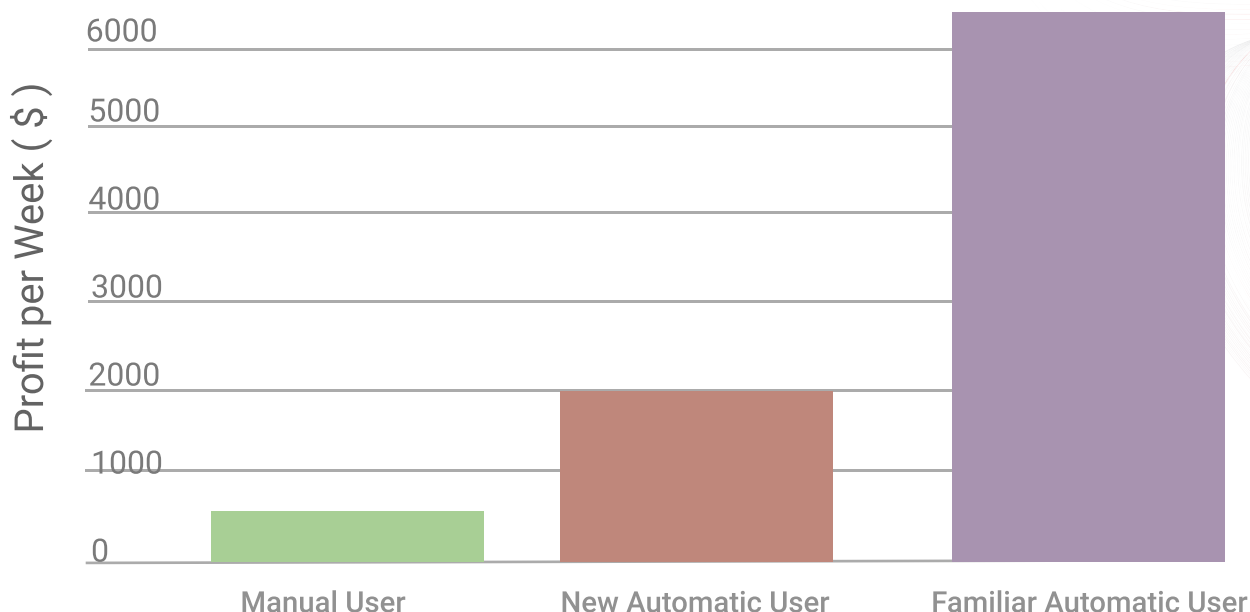


MOVING FROM A MANUAL TO AUTOMATIC PRESS: IS THE ROI WORTH IT?



Profit per Week: Manual vs Automatic



BREAKING DOWN THE MOVE FROM A MANUAL TO AUTOMATIC SCREEN PRINTING PRESS

What are the advantages of upgrading to an automatic press?

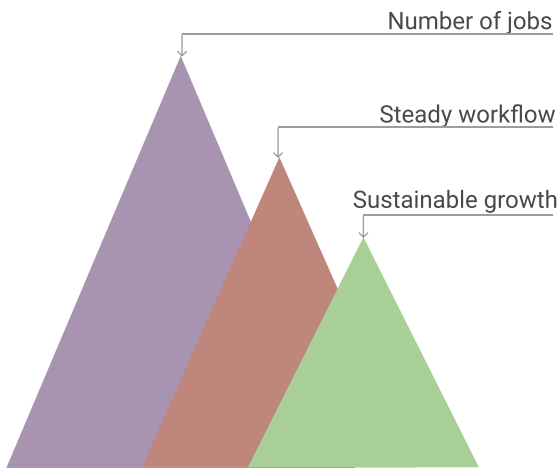


Taking the leap from a manual to an automatic screen printing press can make a lot of sense if you prepare ahead of time. Doing your research will ensure your transition is smooth and hassle free, with no unpleasant surprises or unjustified expenses. An automatic machine offers a number of advantages that manual presses just can't match.

Let's discuss the obvious first. Of course you can expect a much higher production rate with an automatic press. Rates of 300 to 400 pieces per hour are common once art, screens and ink are properly prepared. Compared to an average of 25 shirts an hour with flash using a manual press, it's clear that the overall productivity potential is much higher when using automatic equipment.

Breaking down the advantages of upgrading from manual to automatic equipment will show the Return on Investment (ROI) is significantly higher with an automatic press. It's a known fact that automatic systems are superior to manual ones in terms of production speed, accuracy and required labor, and they will end up paying for themselves in no time.

THE MAGICAL NUMBER FOR MOVING TO AN AUTOMATIC PRESS



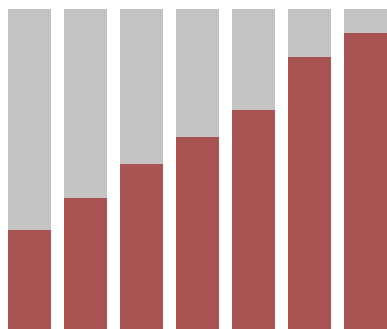
We get asked all the time: “What’s the number of shirts per hour needed to move to an automatic press?” The fact is, there is no magical number. The move to an automatic has more to do with how you run your business. If you like pushing a squeegee and dealing with small order quantities and 1-2 color jobs, then a manual is the right choice for you. If you want to add another employee or have a steady growth of loyal customers, you will want to consider the move.

An automatic press is suitable for mass production or regular orders of whatever magical number of pieces causes fatigue to set in when pushing a squeegee. A steady workflow and sustainable growth in your business’s future are also necessary reasons for buying an automatic press.

You’ll have to do some research and clearly identify your needs before choosing the right automatic press for your business. You don’t want to overpay, but you also don’t want to limit your business’s growth because you didn’t consider future opportunities.

LARGER PROJECTS MEAN LARGER PROFITS – HERE ARE THE NUMBERS

Time is money. With an automatic press, you will be able to monetize a whole day of work in a meaningful way. To keep things simple, let’s use the following scenario to determine your ROI after making the investment in an automatic press. Let’s say you are printing a light ink on a dark shirt. If this were a manual job, you could print 25 shirts an hour for one color with flash or two colors without flash. If your profit is 0.25 cents per piece you would make \$50 in an 8 hour day or \$250 a week.



RETURN ON INVESTMENT

Now, let’s move this job to an automatic press. How many you print per hour is dependent on how fast you load/unload. Just starting out on an automatic, you should be able to load/unload at least 200 pieces per hour. Within 6 weeks of printing you can increase your production by 3 to 5 times. At 0.25 profit per piece and an 8 hour day at 200 pieces, that’s \$400 a day or \$2,000 a week, and this profit will only increase as your speed increases.

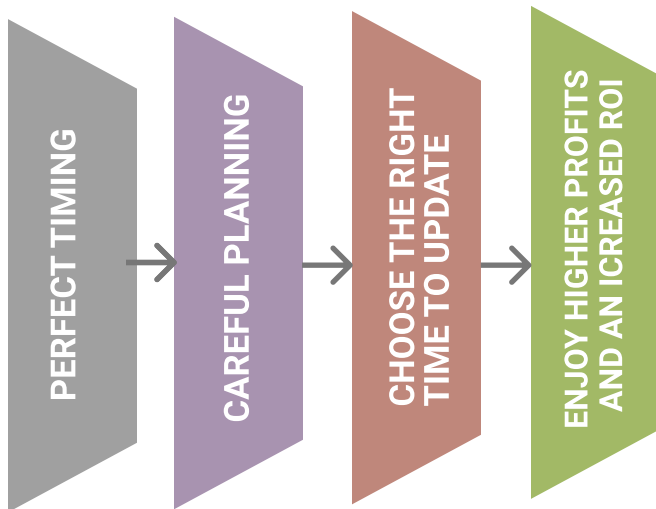
That’s real money. There’s also another piece to this that you need to consider before you start counting these profits.

ROI

An automatic press has a high initial investment, so you should be prepared to get a lease or financing. Depending on the machine you’re looking for, you should expect a minimum investment of \$25,000 with all additional costs included. It may seem like a lot of money, but while your monthly financing payment may be somewhere around \$1000-\$2000, remember the numbers we crunched for just a weekly profit increase.

Achieving a solid return on your investment from your automatic press is about managing almost everything outside of the press operation. If the press is printing, you’re going to get your money back along with a considerable profit. But that’s only part of the big picture. If you don’t manage your business carefully, acquiring new customers and keeping consistently high production, you may end up regretting your automatic purchase. A screen printing press can only make you money if it’s got orders to fill – and an automatic press requires a steady stream of large orders for you to see a healthy ROI.

INCREASED EFFICIENCY, HIGHER PRODUCTIVITY



Perfect timing and careful planning before purchasing an automatic press can make a big difference in your return on investment. Many businesses struggle to make a decision and choose the right time to upgrade from their manual press. If you're thinking about hiring more employees to help you operate your manual press, then it may be time to upgrade to an automatic machine.

With an automatic press, you can do an employee's full day of work in less than two hours, and it will be less expensive than paying someone for a 40 hour work week, even at minimum wage. But this doesn't necessarily mean you should lay off your staff – remember, you'll be producing much more than you're used to, so don't overwhelm yourself. Just because the press itself may require fewer operators, bigger jobs mean more work in other areas of the screen printing process, like setup and cleanup.

Aside from minimizing labor expenses and reducing the human error factor, you will also notice increased efficiency and higher productivity. The best part about an automatic machine is that it's always available on weekends and can work as late as you want it to, saving you precious time.

RETURN ON INVESTMENT

Return on Investment isn't just about money. You can use your newfound free time for marketing your business and getting new clients and improving your customer service by always staying in touch with them. You can focus on growing your business and exploring new opportunities.

And how about protecting your most prized possession – your body? Pushing or pulling a squeegee day and night takes a big toll on your shoulders and arms to say the least.



An automatic press eliminates the hard physical effort involved in hand-pulling squeegees and puts your well-being first with a variety of safety features.

Not only do automatic screen printing presses save you time and money, they also give you consistent print quality since you won't need to rely as heavily on operator "feel" and technique. Fully automated printing gives you repeatability that just isn't possible by hand.

EXPANDING YOUR BUSINESS

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An automatic screen printing press will expand your horizons. As soon as you get used to its operation and you can produce at consistently high volume, you'll be ready to expand your business and go after higher profits.

As soon as the word gets out that you have an automatic press, people will start coming to you and you'll be able to take jobs you never thought possible. And you'll be able to finish jobs by noon that used to take a whole day or more with a manual press.



You can finish two or three days worth of work in just a few hours! This is particularly beneficial if you aren't the greatest planner. You'll be able to do jobs so quickly that even if the shirts arrive late or a small part needs to be replaced, you can still get orders out on schedule.

You will also improve your customer service, as your turnaround time is dramatically reduced. Your market will grow, as customers who you once considered off-limits are now in reach.

With the time you save doing the actual printing, you can keep in touch with your customers and pursue new opportunities, maybe using social media. You may be surprised at how effective this can be if you're looking for more business. With an automatic press you can do everything from custom decorations to starting your own clothing line or other fashion work.

CONCLUSION

An automatic screen printing press will take your business to the next level, while increasing your return on investment.



It's no secret that automatic presses have pretty high price tags, especially if you're looking for a larger model.

That's why it's important to have a clear business plan in mind, determine your budget and plan how you're going to pay for the press.

Getting a lease is a good decision as long as you're sure you can comfortably make the monthly payments, while keeping a profit on the side.

A Higher productivity potential, higher profits. An automatic screen printing machine can print 300-400 shirts per hour, compared to only 25 shirts/hour with a manual press.

B Return on Investment (ROI) is significantly higher with an automatic press. It will end up paying for itself in a few months as long as you're keeping it busy.

C Minimize labor expenses and reduce the human error factor. An automatic press can do an employee's full day of work in less than two hours, saving you precious time.

D Grow your business and explore new opportunities. An automatic press saves you time and money, allowing you to focus on getting new clients and increasing profits.

Anatol offers a full range of screen printing presses, dryers and accessories focused on quality and production scaling that matter to both you and your customers. Imagine a range of easy-to-learn and easy-to-use screen printing equipment tailored to your needs, designed for your business size and dedicated to growing your business through happy customers who recognize quality and precision. Since 1982 we've been sharing more than our passion for designing the most technologically advanced equipment...we share our resourcefulness, integrity and strength for innovation that only a manufacturing company with the strongest engineering team and supportive, dedicated experts in sales and service can offer.

To learn more about Anatol's equipment solutions call our direct sales team at 847-367-9760.