

# ICOLOR 250 DECAL PRINTER GUIDE.

Easily create custom stickers, decals,  
labels and magnets... just press print!





The easiest and simplest way to add full-color custom-cut stickers, labels and magnets to your business!

At the lowest price point on the market for an all-in-one label solution, the counter-friendly IColor 250 printer and cutter creates durable, high-quality labels, stickers, decals and magnets!

**SIMPLY UPLOAD  
YOUR FILE AND  
PRESS PRINT!**

Yes... it IS that easy.

With the included CustomCUT software, you can make unique shapes without an additional die cutter or plotter.



*Cost breakdown of "Plant(ish)" sticker on next page.*



## TWO TYPES OF INK!

**Dye ink** produces the most vibrant colors available for label and sticker production. Featuring a broad color gamut, dye ink achieves richer more saturated full-color results.

**Pigment ink** is long lasting, durable and water resistant. The best choice for projects that will be in the sun for long periods of time and need to last without fading or bleeding.

# STICKERS

A. School Mascot Sticker



B. Cause-Related Stickers



C. Wedding Envelope Seal



D. Plant(ish) Lady Sticker



## STICKER COST/PROFIT GUIDE

ITEM DESCRIPTION	SIZE	INK TYPE	COST OF INK PER LABEL	RETAIL PRICE	PROFIT
A. School Mascot Sticker	4.25" x 3.7"	Dye Ink	\$0.12	\$4.00/ea	\$3.88
B. Cause-Related Stickers	1.5" x 2"	Dye Ink	\$0.05	\$0.20/ea	\$0.15
C. Wedding Envelope Seal	2" x 2"	Dye Ink	\$0.03	\$0.50/ea	\$0.47
D. Plant(ish) Lady Sticker	3" x 2.75"	Dye Ink	\$0.05	\$4.00/ea	\$3.95

\*Conditions and pricing will vary by local market. Cost of media will add approximately a penny and a half of cost to produce.

# PRODUCT LABELS

A. Business Shipping Label



B. Drink Product Label



C. Bath and Body Product Label



D. Hot Sauce Bottle Label



## PRODUCT LABELS COST/PROFIT GUIDE

ITEM DESCRIPTION	SIZE	INK TYPE	COST OF INK PER LABEL	RETAIL PRICE	PROFIT
A. Business Shipping Label	4.25" x 6.6"	Pigment Ink	\$0.62	\$1.25/ea	\$0.63
B. Drink Product Label	4" x 5.2"	Pigment Ink	\$0.16	\$0.50/ea	\$0.34
C. Bath and Body Product Label	3.5" x 3.6"	Pigment Ink	\$0.15	\$2.50/ea	\$2.35
D. Hot Sauce Bottle Label	3" x 5"	Pigment Ink	\$0.21	\$1.00/ea	\$0.79

\*Conditions and pricing will vary by local market. Cost of media will add approximately a penny and a half of cost to produce.

# MAGNETS

Media Item #ICI475X100MM

## A. Save The Date



## B. Business Card



## C. Die Cut Pet Magnet



## MAGNET COST/PROFIT GUIDE

ITEM DESCRIPTION	SIZE	INK TYPE	COST OF INK PER LABEL	RETAIL PRICE	PROFIT
A. Wedding Save The Date	4.25" x 6"	Dye Ink	\$0.21	\$2.00/ea	\$1.79
B. Promotional Business Card	3.5" x 2"	Dye Ink	\$0.12	\$0.50/ea	\$0.38
C. Custom Die Cut Pet Magnet	2.5" x 4"	Dye Ink	\$0.09	\$9.00/ea	\$8.91

\*Conditions and pricing will vary by local market. Cost of media will add approximately a penny and a half of cost to produce.

# MISC PERSONALIZED ITEMS

## A. Personalized Drinkware



## B. Personalized Keychains



## C. Toy Personalization



## PERSONALIZED PRODUCTS COST/PROFIT GUIDE

ITEM DESCRIPTION	SIZE	INK TYPE	COST OF INK PER LABEL	BLANK COST	RETAIL PRICE	PROFIT
A. Personalized Drinkware	1.07" x 4.8"	Pigment Ink	\$0.22	\$5.00	\$16.00/ea	\$10.78
B. Personalized Keychain	1.25" x 2.5"	Pigment Ink	\$0.14	\$2.00	\$12.00/ea	\$9.86
C. Custom Toy Label	12" x 3"	Dye Ink	\$0.04	Supplied by Customer	\$16.00/ea	\$15.96

\*Conditions and pricing will vary by local market. Cost of media will add approximately a penny and a half of cost to produce.

# SUPPLIES & ACCESSORIES



## WHITE MATTE BOPP ROLL NON DIE CUT (2 PACK)

Smooth, bright white matte sheet with permanent, general purpose adhesive.

4.75" x 150'

ICI475X150MB-PKG



## HIGH GLOSS BOPP ROLL NON DIE CUT (2 PACK)

Smooth, bright white high gloss matte sheet with permanent, general purpose adhesive.

4.75" x 150'

ICI475X150HG-PKG



## PREMIUM GLOSS BOPP ROLL NON DIE CUT (2 PACK)

Premium smooth, bright white gloss sheet with permanent, general purpose adhesive.

4.75" x 150'

ICI475X150PG-PKG



## MAGNETIC ROLL MEDIA NON DIE CUT (1 PACK)

Smooth, bright white sheet with magnetic backing. Continuous stock used for die-cut magnets.

4.75" x 100'

ICI475X100MM-EA



## DYE BASED CMY INK CARTRIDGE

Produce vibrant colors for label and sticker production. Not water resistant.

CARTRIDGE

ICI200DYE-EA



## PIGMENT BASED CMY INK CARTRIDGE

Long lasting, durable and waterproof, pigment ink. Best for projects that need to last without fading or bleeding.

CARTRIDGE

ICI200PIG-EA



## MEDIA REWINDER

For larger jobs of labels or stickers. Feed your finished labels onto the rewriter and sit back and relax!

5LBS

ICRW200-EA



## REPLACEMENT CUTTING BLADE FOR (5 PACK)

These replacement blades are easy to install and ensure you're getting the best cutting results from your printer.

5 PACK

ICB250-PKG



## INK CARTRIDGE STORAGE CLIP (2 PACK)

Premium smooth, bright white gloss sheet with permanent, general purpose adhesive.

STORAGE

IC200CLIPS-PKG



# Let our team of experts be your trusted source for equipment, ink, paper, & supplies!

We'll help you pick the right equipment, papers, and ink to make sure you're getting great results. We'll make sure you're up and running and making money with a new IColor 250 printer.



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COURTNEY MITCHELL



EVAN HARTMAN



JACKIE FAETH



JENNIFER DYSINGER



KARLI PARSELL



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