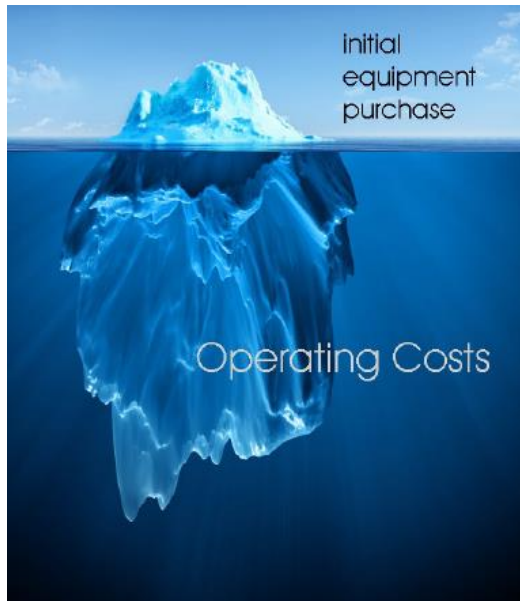




Understanding the Total Cost of Ownership: How not to get hung up on the purchase price



Purchasing decisions for capital goods are influenced more and more by indirect costs. Many companies and industry associations have begun to deal with life-cycle models, such as total cost of ownership (TCO) as part of their strategy-oriented cost management.

There is always a predefined amount of money in the budget for new equipment for most companies every year. However, operational costs can often be far greater than the initial purchase price. Any price comparisons should always take into consideration cost savings on consumables, reliability, maintenance, and downtime.

With inc.jet coding and marking solutions, TCO reduction is minimized at all times:

- Lowered Capital Costs
- Reduced consumables
- Equipment uptime maximized
- Zero maintenance

And finally, to prove total reliability, a critical part of any packaging process, a solid Lifetime Warranty is standard on all hardware from inc.jet. Download the full whitepaper [here](#).

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