



PricePoint

Job Costing and Quotation Software

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PricePoint™

A business that can't identify costs correctly and quote jobs accurately is a business in jeopardy. There's no question that quality, productivity, and customer service are key elements in a successful screenprinting business. However, there's a fourth critical component. It's one that is often neglected, sometimes with devastating consequences. That component is an efficient, effective way to identify production costs and generate accurate, profitable quotes.

Why does the cost/quote component receive so little attention? It's because the entire process has been so complex and difficult that managing quality, productivity, and customer service seem simple in comparison. Too often, screenprinters are forced to rely on guesswork, quoting some jobs too high and others too low. Quotes that are too high may mean losing jobs—and future business with those customers. Quotes that are too low may mean losing even more.

Unfortunately, there hasn't been an effective tool to identify the costs unique to screenprinting and use them to generate profitable quotes...until now. M&R designed PricePoint to eliminate guesswork by accurately tracking the costs involved in each job. PricePoint computes the cost of each component and returns a price quote based on the profit percentage specified by the user. With PricePoint, screenprinters can quickly provide their customers with complete, accurate quotes without fear of having bid the job too high—or too low. And, unlike general estimating software, PricePoint was built specifically for the screenprinting industry, so it accounts for virtually every factor that goes into the costs incurred by a screenprinting operation.

Initial setup involves entering detailed information concerning print rates, inks, substrates, mesh, and general expenses into PricePoint's Global Settings. Once entered, relevant data is applied to every job quote. Although this information only needs to be entered once, it can be modified whenever warranted by changing business or production conditions. Once Global Settings are complete, users can select the appropriate screens, inks, and substrates on-screen instead of entering them manually for each quote. Since all the options are readily available, users are freed from the tedious and error-prone process of repeatedly searching out component costs. Similarly, information specific to the production process is also applied automatically. After users make any job-specific modifications, PricePoint generates a job specification sheet for production staff and a price quote letter that can be saved, exported to Microsoft® Word, modified, emailed, and/or printed for faxing or mailing.

PricePoint: It's simply the fastest, easiest, and most flexible way to generate accurate price quotes. If taking control of your costs and operating at a profit is important to you, you can't afford to be without it.

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PricePoint at a Glance

PricePoint stores production, product, and cost components, and applies them to individual job quotes. Components can be changed at any time and modified on a case-by-case basis. PricePoint generates job quotes, job specification sheets, and associated customer letters. PricePoint's sophisticated design and detailed structure allow users to easily produce the most accurate job quotes possible.

Stock Quotes

Specifies the number of each stock item to be provided. Users can also enter the percent mark-up (and view the associated percent profit) and the agent's commission.

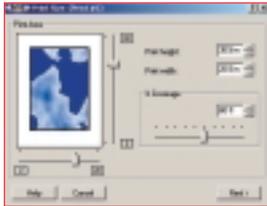
Fulfillment

Allows the addition of per-unit charges for such post-print services as folding, poly bagging, hang tagging, and the application of labels & stickers.

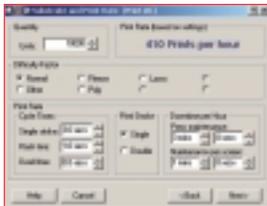
Print Quotes

Stores information specific to the printing of the job being quoted, including:

- Print Size (height, width, & percentage of ink coverage)



- Print Colors (number of colors & color breakdown)
- Substrate & Print Rate (cycle, flash, & dwell times, projected downtime for maintenance, and special difficulty factors)



- Pre-Press (film positive sizes and charges, screen preparation charges, estimated hours of artwork, estimated overtime, and advanced price settings)

Advanced Price Settings

- Print prices, mark-ups, and commissions
- Anticipated productivity factors
- Percent reject risk factor
- Prices and mark-ups for film positives
- Screen exposure prices
- Prices and mark-ups for artwork

Job Specification Sheets

Users can print Job Specification Sheets for production staff. These provide critical production data—but no financial information—to help ensure the job printed will be identical to the job quoted.

Generating Quotes

PricePoint generates letters that can be:

- Modified
- Exported to Microsoft® Word
- Emailed directly within PricePoint
- Printed for Mailing or Faxing
- Saved to a document file

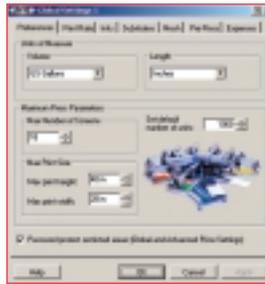


Global Settings

Stores fundamental operational and financial data.

Preferences

Sets PricePoint to Imperial (US), Imperial (UK), and Metric measures, password protects restricted areas, and sets parameters for the company's largest press, including maximum number of screens, maximum print height, and maximum print width.



Print Rate Settings

- Single stroke time
- Index cycle speed
- Double stroke when printing underbase
- Setup time per screen
- Teardown time per screen
- Hourly downtime for job maintenance
- Hourly per-screen maintenance

Print Rate uses a Production Calculator to compute this data and dynamically display the printing rate in units per hour.

System Requirements

Minimum Specifications

- Microsoft Windows 95, 98, NT, 2000, XP, or compatible operating system
- Intel Pentium or better CPU
- 32MB of RAM
- VGA or better display card
- 10MB or more available on hard drive
- Printer with properly installed driver (necessary if quotes are to be printed)
- MAPI-compliant mail client (necessary if quotes are to be emailed)

Recommended Specifications

- Intel Pentium II or better CPU
- 64MB of RAM
- SVGA display card set to 16-bit color and a resolution of 800x600
- 200MB or more available on hard drive

Inks

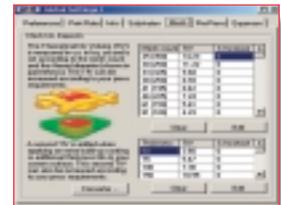
Uses ink coverage and mesh settings to calculate per-print ink costs. Users can also enter estimated waste per color during cleanup and enter the percentage of additional ink used during double-stroke printing.

Substrates

Sets substrate data, including reference numbers, descriptions, colors, sizes, prices, and difficulty factors (if applicable).

Mesh

Stores mesh counts and theoretical ink volumes.



Pre-Press

Stores film positive sizes & prices, screen-coating prices based on mesh thickness, and per-hour artwork prices.

Expenses

Stores the company's monthly expenses, the number of presses, normal working hours, and annual vacation days.

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