

E\$TIMATOR™

System for the GERBER EDGE and Vinyl Cutters

This is an overview of the way the E\$imator program works. However, before we get started, we would like you to know that this program has been in development ever since the GERBER Printer was first released. The people who make up Distribution Enterprises, Inc. have over twenty five years of design and production experience in the visual advertising industry. We are also experienced consultants and trainers on the Gerber equipment and related software. The program is constantly being refined as we listen to our customer's needs and knowledge of their markets. We welcome input and ideas to make our products better and more valuable to you.

As you read over this material, keep in mind that the program is designed to be simple and fast to use, with a minimum of information entered. Remember that when estimating a job, the accuracy of the estimate is directly dependent on the amount and accuracy of the information entered into the program.

Here is how it works: When you install the program, the first thing you should do is set up your overhead costs in the preferences menu. This assures you accurate costs and gross profit figures on a job. For instance, the computer time

Material	15" P 10 Yrd	15" P 50 Yrd	15" P 25
3M 180 Premium Controllac	65.45	276.15	0.00
3M 210 Delux	165.00	0.00	0.00
3M 210 Fluorescent	80.25	0.00	0.00
3M 220 Premium	49.50	203.00	0.00
3M 220 Premium Metallic	57.85	240.15	0.00

OK Cancel

overhead (below) would include the hourly equipment overhead, the payroll of the operator, facility overhead expenses, etc. You may also enter other costs such as vinyl materials and foils.

Materials, foils, material lengths and sizes other than the materials listed in the program may also be set up for future estimating through "Preferences" (above).

Overhead Costs:

Weeding Time:	\$24.71	Consulting Time:	\$29.34
Application Time:	\$26.04	Computer Time:	\$37.33
Travel Time:	\$18.00	Creative Time:	\$40.67
Image Process Time:		\$21.33	

☐ Hide Costs in status bar ☐ Hide Wholesale in status bar

☐ Password Protect Preferences?
Password:

OK Cancel Save

ENTRY / ESTIMATE / MARKUP / GENERAL

Once you have setup your own overhead costs, it is time to start estimating!

The program is designed with four pages; The Entry page, Estimate page, Markup page, and Production page. All of the job parameters are entered on the Entry page and through specific buttons on the tool bar.

The Entry page is shown below with typical job parameters entered. The lower part of the page has job parameters specific to the Printer.

There is a status bar that runs along the bottom of the window with tabs for each page. The status bar constantly displays the computer time, and job time, as well as the retail price of the current estimated job. You have the choice of whether or not you want to display wholesale price and cost on the status bar. And once you have decided what your preferences and markups are, they may be password protected.

The screenshot shows the E\$TIMATOR software window titled "E\$TIMATOR - [Untitled]". The menu bar includes File, Edit, Options, and Help. The toolbar contains icons for file operations and a status bar with tabs numbered 1 through 12. The main window is titled "ORDER ENTRY" and contains the following fields and sections:

Client: Distribution Enterprises, Inc. **Job #:** 304
Contact: Marjorie McCullough **Phone #:** 800-714-4668
Estimate Date: 11/19/00 **Order Date:**
P.O. Number: **Due Date:** 11/30/00

Job Description: 100, 3 color polyester battery warning labels. Size is 10" x 1.5"

Both

GENERAL
"Enter times in minutes"

Creative Time:
Computer Setup: 60
Mask? ☒
Total Weeding Time: 5
Total Application Time:
Installation Charge:
Total Substrate Cost:

SR1500 SPECIFIC

Decal Quantity: 100 **Axis Swap?** ☐
Horz. Size (inches): 10 **X Gap:** 0.1
Vert. Size (inches): 1.5 **Y Gap:** 0.1
Kiss Cut Time ea. (seconds): 3

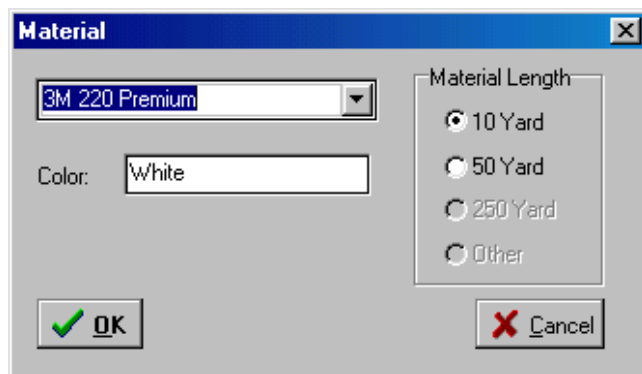
Material: 3M 220 Premium
Foils: **No. of Colors:** 3

Status Bar:
Total System Time (hrs): 1.71 **Retail: \$310.50** Wholesale: \$205.40
Total Job Time (hrs): 1.80 Retail ea.: \$3.11 Wholesale ea.: \$2.06
Cost: \$118.82

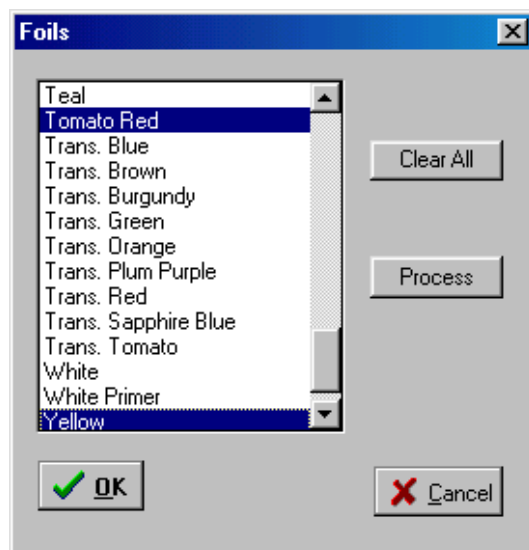
Navigation Tabs: ENTRY / ESTIMATE / MARKUP / PRODUCTION

Client information, job description, general job and Printer Specific information are all entered on the entry page as shown. Clicking on the button labeled "Retail" will switch the estimate page from Retail prices to Wholesale prices to Both sets of prices on the actual estimate. For "vinyl only" jobs there are twelve buttons in the top right toolbar that allow you to enter material and cutting parameters for twelve different vinyls or materials in a single job.

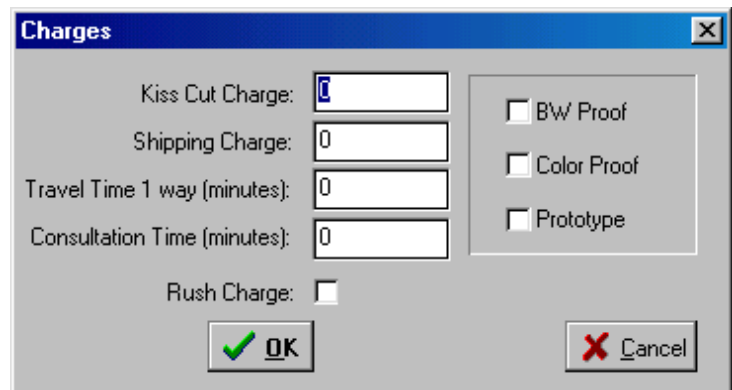
When entering the parameters for a job, quantity, size and materials must be selected. There are "Material" and Foils" buttons which access the dialog boxes displayed below.



The "Material" dialog box features a blue title bar with the word "Material" and a close button. It contains a dropdown menu currently showing "3M 220 Premium". Below this is a "Color:" label followed by a text box containing "White". To the right, under the heading "Material Length", are four radio button options: "10 Yard", "50 Yard", "250 Yard", and "Other". At the bottom are "OK" and "Cancel" buttons, each with a green checkmark and a red X icon respectively.



The "Foils" dialog box has a blue title bar with the word "Foils" and a close button. It features a list box containing twelve items: "Teal", "Tomato Red", "Trans. Blue", "Trans. Brown", "Trans. Burgundy", "Trans. Green", "Trans. Orange", "Trans. Plum Purple", "Trans. Red", "Trans. Sapphire Blue", "Trans. Tomato", "White", "White Primer", and "Yellow". To the right of the list box are "Clear All" and "Process" buttons. At the bottom are "OK" and "Cancel" buttons, each with a green checkmark and a red X icon respectively.



The "Charges" dialog box has a blue title bar with the word "Charges" and a close button. It contains several input fields: "Kiss Cut Charge:" with a dropdown menu, "Shipping Charge:" with a text box containing "0", "Travel Time 1 way (minutes):" with a text box containing "0", and "Consultation Time (minutes):" with a text box containing "0". To the right of these fields are three checkboxes: "B/W Proof", "Color Proof", and "Prototype". Below the input fields is a "Rush Charge:" checkbox. At the bottom are "OK" and "Cancel" buttons, each with a green checkmark and a red X icon respectively.

There are numerous "pulldown menus" throughout the program to make selections quickly. All of the pages and significant dialog boxes may be accessed by "short cut" or "hot keys."

Besides the information shown on the Entry page, there are buttons in the toolbar for other charges such as "Kiss Cut Charge" (shown above) for those jobs with intricate cutting that would otherwise be screenprinted and then die cut. There is a check box for "Rush Charge" which may be set as a percentage of the total job in "Preferences" section.

The actual printed estimate (displayed on the next page) may be printed on your own company letterhead. There is a 2.5" margin at the top of the page to allow enough room for most letterheads. You have a choice of printing the wholesale, retail or both sets of prices on any given estimate. If any entry is made in the tax exempt box, the local sales tax will be omitted from the estimate. The job description is also printed with the client information and job number at the top of the estimate.

All four pages of an estimate have the assigned job number listed at the top for filing purposes. And any page in the estimating program may be printed.

ESTIMATOR - [Untitled]

File Edit Options Help

☐ Print Graphic?
 ESTIMATE

ESTIMATE

Client: Distribution Enterprises, Inc. Job #: 304

Estimate Date: 11/19/00

Job Description:

100, 3 color polyester battery warning labels. Size is 10" x 1.5"

	Wholesale	Retail
Creative		
Make Ready	\$50.00	\$70.00
Production	\$155.40	\$240.50
Installation		
Travel/Shipping		
Price Each:	\$2.06	\$3.11
Total	\$205.40	\$310.50
Tax exempt #		Tax \$21.74
		Total \$332.24

Total System Time (hrs): 1.71 **Retail: \$310.50** Wholesale: \$205.40
 Total Job Time (hrs): 1.80 Retail ea.: \$3.11 Wholesale ea.: \$2.06
 Cost: \$118.82

Adjustments to your markups on time and materials may be made at any time during the estimating process by accessing the Markup page (displayed on the next page). This is where a detailed breakdown of the costs, wholesale prices, retail prices and gross profit

figures for a job can be viewed. Job attributes are listed down the left hand column. Totals are listed at the bottom of the spreadsheet. Markups are based on hourly rates, flat rates, or by percentage on materials. They may be adjusted on a particular job, or saved as



MARKUPS

Job # 304

	Retail Price	Wholesale Price	Cost	Retail Markup	Markup Type	Wholesale Markup	Gross Profit on Retail	Gross Profit on Wholesale
Consultation Time	\$30	\$23	\$15	\$60	Per hour	\$45	\$15	\$8
Creative Time				\$90	Per hour	\$60		
Scan				\$50	Flatrate	\$25		
Computer Time	\$70	\$50	\$37	\$70	Per hour	\$50	\$33	\$13
Proofs	\$50	\$50		Flat Rate from Preferences			50	50
Image Processing Time				\$50	Per hour	\$40		
Kiss Cut Price	\$150	\$100		150%	%	100%	\$150	\$100
SR1500 & Vinyl Cutting Time	\$50	\$36	\$27	\$70	Per Hour	\$50	\$23	\$9
Weeding Time	\$4	\$3	\$2	\$45	Per Hour	\$35	\$2	\$1
Application Time				\$45	Per hour	\$35		
Installation/Permits				Taken from "ENTRY" page				
Vinyl Price	\$79	\$48	\$22	350%	%	215%	\$56	\$26
Foil Price	\$93	\$57	\$27	350%	%	215%	\$66	\$31
Application Tape Price	\$15	\$11	\$4	400%	%	300%	\$11	\$8
Substrate Price				250%	%	200%		
Travel/Shipping	\$50	\$30	\$18	\$50	Per hour	\$30	\$32	\$12
TOTAL	\$591	\$408	\$151				\$439	\$256
TOTAL EACH:	\$5.91	\$4.08	\$1.52				\$4.40	\$2.57

Total Job Time (hrs) = 1.80

Gross Profit per hr =

\$244.57

\$142.85

Rush Job % Markup = 10%

% markup from wholesale to retail =

45%

Enter the total Sqft. of 1 sign to get the price per Sqft. Retail Sqft. Price per sign =

Total System Time (hrs): 1.71

Retail: \$590.50

Wholesale: \$407.90

Total Job Time (hrs): 1.80

Retail ea.: \$5.91

Wholesale ea.: \$4.08

Cost: \$151.49

ENTRY ESTIMATE MARKUP PRODUCTION

defaults for future estimating sessions. Templates with different markups for different types of markets or clients may also be created for later use.

Defaults for material prices, plotters, foils, markups, costs and program settings are all set through the preferences menus.

Once the job is estimated, it may be printed and saved for later recall. When you confirm that you have the job, you may want to print the production page.

This page gives you or your production people valuable information such as sign or decal quantities, sizes and whether or not to 'axis swap the decals for best material yield. Client contact information is included as well as times such as computer time, Printer run time, plotter cutting time, weeding time, etc. It also gives you a listing of each type of vinyl and foil used so that you may check your inventory.

There are helpful hints throughout the program such as "Don't Forget Image Processing Time" when you are selecting process colors. (User's often forget how long it

takes to render color separations for large bitmap images.)

This program is easy to use and comes with a complete subject specific on-line help system as well as a glossary of terms and a "search by topic" function.

There are many benefits to owning the E\$imator. People who use it find that it gives them numbers that help them understand which markets or jobs are more profitable than others. Many estimates can be performed in under a minute, while your customer is on the phone. This is a tremendous time savings as well as a great service to your customers. The E\$imator system for the GERBER EDGE and vinyl cutters is a tool that will help you be more productive and make smarter business decisions with your digital printing and cutting equipment.

We are committed to making this program work for you. And we welcome your ideas and correspondence about our program.

**Call us today to order your
copy of the E\$TIMATOR.**

Selling Price is \$699.00

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Manufactured by:
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