

Nameplate Release Program

The Release Program

What is the true cost of a nameplate? We tend to shop around trying to save a few pennies on plate itself ... then expect Joe in the Tool Room to add the variable data ... **AT WHAT COST?** Our estimates show that the cost of marking (including tool/machine, wages AND scrap) can easily exceed the actual plate cost by a factor of **FOUR!**

Toronto Stamp offers four options for marking your nameplates → → →

And ... the fifth option is where we do the marking for you ... our Nameplate Release Program. Here's how it works:

Toronto Stamp will hold your nameplates for future customizing. On receipt of a copy of the FAX Release Form* with the custom information, Toronto Stamp will ship at no charge the marked nameplate(s) within 24 hours.

* Supplied with initial order of Nameplates.

NOTE: Toll-free WATS facsimile available for Canada and the U. S.

Customized Information Pads...Two (minimum) @ \$1.00
...Additional Pads @ 0.50 each

Nameplates held for future customizing ... + \$ 1.30 each

example: You order 250 PhotoAnodized Aluminum Nameplates (3"x1⁵/_{8"}), one colour imprint, two pads customized, 50 of which are to be customized now, 200 to be held for future customizing. Your cost would be:

250 Aluminum Nameplates @ \$ 2.11 each = \$527.50
 250 Two Pad Customizing @ 1.00 each = 250.00
 200 Release Charges @ 1.30 each = 260.00
TOTAL = \$1037.50

Average Cost per Nameplate
\$ 4.15 each

In the example above you pay for all 250 Nameplates and Customizing up-front. Then you add an \$1.00 Release Charge for each of those nameplates NOT customized with the initial order (200 in our example).

Toronto Stamp holds these nameplates for future customizing. When you need more nameplates ... even just one, all you do is fax us the new custom data TOLL-FREE, using a copy of the Fax Release Form supplied with your initial order. Toronto Stamp will customize the nameplate(s) and ship them, no charge, directly to you ... within 24 hours! It's that simple! No paperwork for you, no delays, no wasted time.

Nameplate Marking Solutions



Steel Hand Stamps



Steel Type/Typeholder

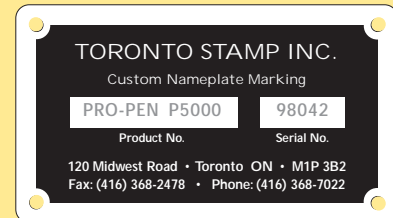


Manual Marking Press



Automatic Marking Press

For complete details, go to ...



Fax Release Form

TO: Toronto Stamp
 FROM: ABC Industrial Co. Ltd.
 123 Commercial Drive
 Toronto, ON M1M 2P2
 416-239-9999 416-588-8888

Product: C1234
 Description: 2 1/2" x 1"
 Quantity: 500
 Material: Steel 304 SS
 Marking: Black Ink

Release No: 2000-01
 Release Date: 09/20/00
 Date Recd: 09/18/00

Product Number Pad: _____ Serial Number Pad: _____

Release FAX Number: 416-368-2478

Nameplate Marking Cost Analysis (Lowest Cost in RED)

No. of Pads:	2				4				6				8			
	100	250	500	1000	100	250	500	1000	100	250	500	1000	100	250	500	1000
	\$2.63	\$2.33	\$2.22	\$2.18	\$3.60	\$3.28	\$3.16	\$3.12	\$4.89	\$4.55	\$4.43	\$4.38	\$7.85	\$7.49	\$7.36	\$7.31
	3.93	2.42	1.91	1.66	4.68	3.15	2.63	2.39	5.65	4.10	3.57	3.32	6.94	5.37	4.84	4.58
	9.31	4.35	2.70	1.87	9.80	4.83	3.16	2.34	10.46	5.46	3.79	2.96	11.43	6.41	4.73	3.90
	30.59	12.65	6.67	3.68	30.98	13.02	7.03	4.04	31.48	13.50	7.50	4.51	32.13	14.13	8.12	5.13
	2.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00

Assumptions:

Marking time/plate, Average Wage Rate, Tool/Machine Cost, Scrap Rate ... see ...



... Detailed Cost Analysis