



# When Purchasing Paper Rolls, It's Important to Compare

**FACT 1:** Paper rolls with the same diameters can sometimes have different footages. They may look the same, but they're not.

**WHY?** Paper is made in different thicknesses. Thicker paper (also called "High Bulk") causes the 165' roll to look the same as the 190' roll when, in fact, you are getting less paper. Also, thicker paper can cause more linting which can cause print head mechanism problems.



## RESULT

- You receive less footage and lower yield from the shorter paper roll. This roll must be changed more often, creating non-productive equipment downtime and greater chance of machine misfeeds and paper jams.
- This leads to unproductive use of valuable employee time. For example, a paper roll that is 20% shorter must be changed 20% more often.
- Compare labor time and cost of using the longer roll. You'll find you can save hundreds of dollars annually by using a high quality, high yield roll.
- Remember, price per foot shows the real cost of a roll of paper and actual footage cannot be compared by measuring diameter.
- Longer Roll = Higher Yield = Higher Productivity.

**FACT 2:** When comparing paper rolls with different diameters and different footages, the higher the footage, the better the value.

**WHY?** You may be paying a lower price per case for the lower footage rolls, but you're also receiving less paper — in this example 20% less paper.



3 1/8" Diam., 190 Ft.  
Low Bulk, 38MM

3 1/8" Diam., 165 Ft.  
High Bulk, 38MM

## RESULT

- An employee loses two to three minutes of productivity every time a paper roll needs to be changed. A shorter roll needs to be changed more often.
- This may seem insignificant but when factored over a year's period of time, multiplied by your total number of machines; minutes turn into a surprisingly large number of hours which affect productivity.
- Significant savings of time and dollars are achieved by using high yield, high footage paper rolls.

**How can you be sure you're getting the best value?** Your POS equipment dealer would be pleased to analyze the quality and footage of your paper rolls for you. Your distributor can help make sure that you compare apples to apples when purchasing paper roll supplies.

