



FLOOR & AREA MARKING CALCULATOR

THE BRADY ADVANTAGE: ESTIMATED COST SAVINGS

- Stop wasting money on frequent replacements. Brady's durable floor tapes outlast paint and competitor brands, saving you time and budget. See how much you can save with our cost comparison*.

1,000 Feet Line Length	Standard Warehouse Paint	Competitor Industrial Floor Tape	Competitor High Impact/ High Profile	Brady ToughStripe® Tape	Brady ToughStripe® Max Tape
Material type	Paint (no epoxy cover)	Vinyl	PVC	Polyester	PET-G Max
Labor hours for full installation	36	5	5	5	5
Units	1000'	10 rolls at 100' ea	10 rolls at 100' ea	10 rolls at 100' ea	10 rolls at 100' ea
Material cost per line	\$65	\$20	\$150	\$93	\$198
Total cost of goods - paint tape	\$130	\$200	\$1,500	\$930	\$1,980
Install cost @ \$50/hr	\$1,800	\$250	\$250	\$250	\$250
Paint or tape replacements/year	3	12	5	5	2
Labor hours to prep replacement	36	5	5	5	5
Cost of prep for replacements	\$1,800	\$250	\$250	\$250	\$250
Estimated cost/year	\$11,190	\$8,400	\$10,000	\$7,150	\$4,960
Cost per linear foot	\$11.19	\$8.40	\$10.00	\$7.15	\$4.96
Total cost over 3 years**	\$33,570	\$25,200	\$30,000	\$21,450	\$14,880
Year 1	\$11,190	\$8,400	\$10,000	\$7,150	\$4,960
Year 2	\$22,380	\$16,800	\$20,000	\$14,300	\$9,920
Year 3	\$33,570	\$25,200	\$30,000	\$21,450	\$14,880
Year 4	\$44,760	\$33,600	\$40,000	\$28,600	\$19,840
Year 5	\$55,950	\$42,000	\$50,000	\$35,750	\$24,800
Year 6	\$67,140	\$50,400	\$60,000	\$42,900	\$29,760
Year 7	\$78,330	\$58,800	\$70,000	\$50,050	\$34,720

*This chart is for estimation purposes only and is based on prior case studies and market research. Cost is specific to Brady MSRP.

**Assumptions based on 1,000 ft: 2 cans of paint for 1000 ft, 36 hours paint prep for replacement (removing old paint, cleaning, drying), 36 hours for paint install (painting/taping/drying), 5 hours to prep for floor tape, 5 hours to install floor tape, \$50/hour worker compensation