



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