
TEXTURE • COLOR • SCALE

REGIONAL WALL PRINTING GUIDE

Test demand before buying.

Price every surface and mile.

Print only authorized artwork.

TEST | PRICE | PRINT | TRACK

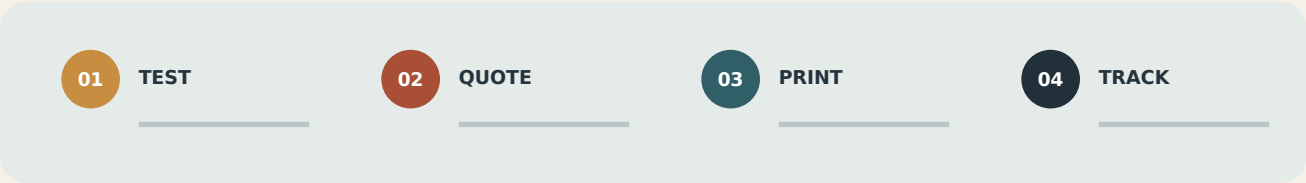
Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide before buying a machine. Then use the worksheets to test demand, build a startup budget, price and estimate jobs, prepare invoices, document jobs, track leads, and check compliance for your own market.



PARTNER FIRST | Existing sign shops can reveal lost textured-wall demand before equipment is purchased.

MODULE	PURPOSE
Core guide	Test the bet, identify buyers, broker the first job, understand equipment, set pricing, and make the purchase decision on evidence.
Operating tools	Plan startup, compare machine quotes, estimate jobs, invoice clients, log production, track leads, and check licensing and artwork rights.

CORE GUIDE 01

1. The bet

01

SURFACE

02

PARTNER

03

PROVE

04

PAUSE

The core assumption that must be true. Sign and graphics shops inside your chosen service radius will hand over the jobs their vinyl cannot do — brick, block, stucco, heavy texture — instead of turning those jobs away. They already own the customer relationship. Nothing needs to be built except the capability they lack.

The fastest zero-budget test. Call five sign shops in your target area. Ask one question — how many masonry or textured-wall jobs did you quote and lose last year? If four of five say “a few,” the demand is real and it is already qualified. If they say “none, we just wrap it in vinyl,” stop here.

Three ways this fails before a dollar is spent.

It is a one-time sale into a fixed pool. A business buys a printed wall once a decade. Even excellent conversion can exhaust a town in two or three years. The radius is what keeps it alive, and the radius is finite too.

LOCAL REQUIREMENTS

Check licensing, zoning, and tax rules for your own city and state before starting.

The demand that shows up is copyrighted. The machines are sold on demo reels of Marvel characters, cartoon figures and brand logos. That is what customers will ask for. Printing it permanently, for money, is infringement — and “the customer asked” is not a defence. The honest market is original art, customer-owned logos and licensed stock, which is smaller than the sales pitch implies.



ORIGINAL ARTWORK | Build the product around original art, customer-owned logos, and licensed stock.

2. Who pays, in their own words



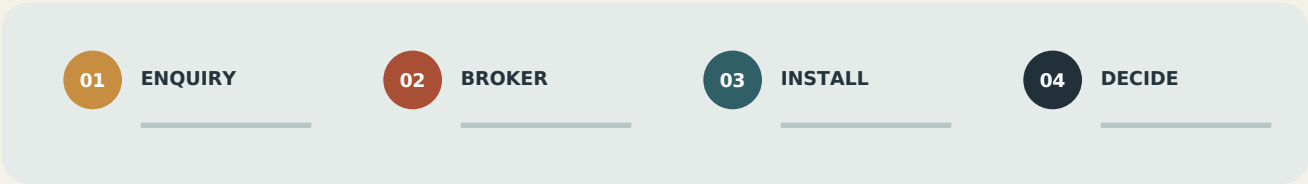
BUYER	WHY THEY PAY	IN THEIR OWN WORDS
The sign shop — lead with this	They have the client, the quote history and the reason to call. They are not competitors until they decide to be.	"We quoted it, but you can't stick vinyl to that block wall, so we let it go."
The business with a wall vinyl won't hold	Breweries, gyms, car washes, warehouses, church halls. Concrete block and painted brick are common surfaces.	"We painted it three times and it still looks like a rental."
The small town with no graphics provider	Customers outside major service areas may struggle to bring a specialist to the site.	"Nobody comes out this far for something like that."



SITE FIT | Surface, access, dimensions, and clearance belong in every estimate.

CORE GUIDE 03

3. The smallest version you can charge for



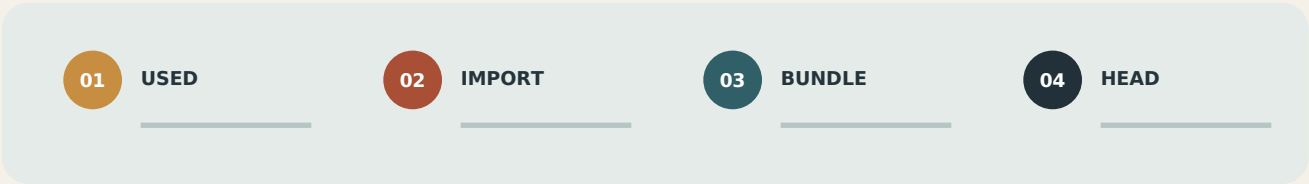
Broker one job before buying anything. Take the enquiry, have a large-format shop print the graphic, install it yourself, keep the design and install margin. Zero capital, no machine, no sign-hanger exposure on interior work. It proves a customer will sign and pay at these prices, which is the only fact the purchase decision actually needs.

If three brokered jobs land inside 90 days, buy the machine. If none land, the answer arrived for free.

STAGE	ACTION	EVIDENCE
1. Enquiry	Confirm wall, dimensions, access, artwork, schedule, and customer authority.	Qualified opportunity
2. Broker	Have a large-format shop produce the graphic; retain design and installation margin.	Signed job and deposit
3. Install	Complete the work, document the surface, and photograph the result.	Finished paid job
4. Decide	Use three brokered jobs inside 90 days as the machine-purchase trigger.	Evidence, not hope

CORE GUIDE 04

4. What it actually takes — the machine



Verified prices below unless marked as an estimate.

Recommendation: used and US-located, or imported through Trade Assurance. Whichever route, confirm in writing before paying whether the price includes the control PC, keyboard, mouse and licensed printing software — most Chinese listings bundle all four, and buying them again is a wasted \$900.

Option	Price	Notes
Imported, XP600/TX800 single head	\$4,200-6,800	Alibaba/Made-in-China, MOQ 1. 6-8 week wait, customs, no local warranty
Used, US-located	~\$7,200	eBay. No wait, no customs, no warranty either
New, US-stocked	~\$17,500	Freight included. Not worth it at this volume

PRINthead

Printhead life is the one number nobody agrees on. One supplier says 12-15 months with proper maintenance; another says 3-6 months for the XP600. Budget for one replacement a year and treat anything better as a bonus.

CORE GUIDE 04

4. What it actually takes — everything else

01 INK

02 PREP

03 MOVE

04 INSURE

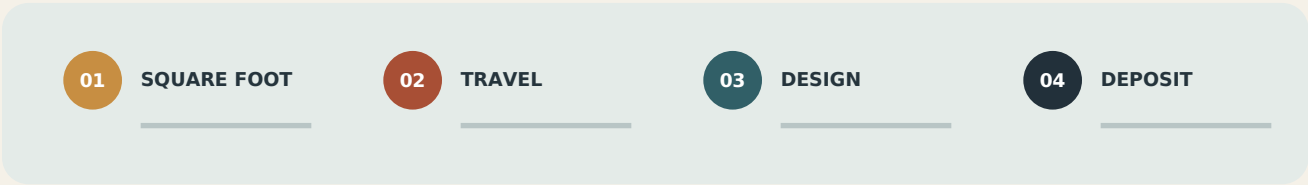
Item	Cost	Where / note
Laptop or control PC	\$0-600	Only if the machine does not include one
Licensed RIP software	\$0-900	Same — verify before purchase
UV ink, CMYK + white + varnish, 8 × 500 ml	\$159	US-based seller, free ground shipping
Premium US-made UV ink (alternative)	~\$400/set	Boston Industrial Natron 504N
Spare printhead, XP600 or TX800	~\$300	Budget one per year
Cleaning solution and flush kit	~\$80	
Wall primer, rollers, trays	~\$120	Local supplier
Drop cloths, masking, tape, degreaser	~\$120	Local supplier
Loading ramp, tie-downs, moving blankets	~\$230	
Design software — Affinity Designer	~\$70	One-time purchase, not a subscription
Sample demo panel, 4 × 8	~\$60	Materials only
General liability insurance	\$500-900/yr	Estimate. Get a real quote before pricing jobs

LOCAL REQUIREMENTS

Check licensing, zoning, and tax rules for your own city and state before starting.

CORE GUIDE 05

5. Pricing



National direct-wall-print services quote roughly \$15–40 per square foot.

Build your own rate from machine recovery, ink, wall preparation, design, travel, insurance, labour, overhead, and profit. Use the pricing worksheet in this guide before publishing a rate.

TIER	YOUR RATE	YOUR MINIMUM	WHO IT IS FOR
Trade			White-labelled to sign shops. They mark it up and keep the client
Standard			Direct to business, customer supplies artwork
Premium			Design included, exterior work, permits handled

Travel. Set a free-service radius and a flat trip charge per job, not per hour. Use your own vehicle cost and drive-time value. Consider waiving it when a job exceeds the order threshold you establish.

Trade rate alone makes you a subcontractor with no customer of your own and no pricing power. Premium alone may be too slow to fill a calendar. Choose the rate that recovers the machine on a schedule your local demand can support while trade work fills the gaps.

Terms. Half down to schedule, balance on completion. No exceptions on the deposit — the print cannot be resold to anyone else, and a walk-away after printing is a total loss.

6. First 90 days and the one metric

01NO BUY

02BROKER

03PHOTO

04DECIDE

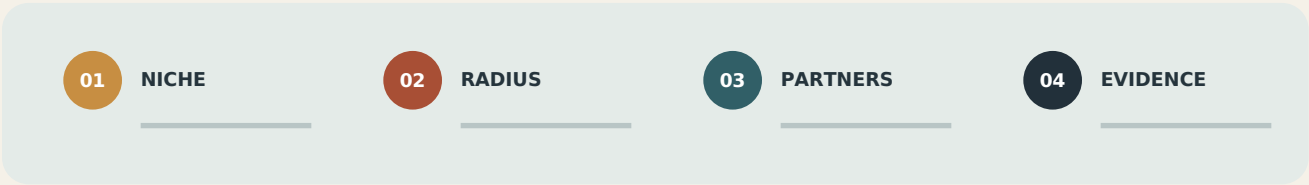
WINDOW	ACTION
Days 1-30 — no purchases	Work a qualified contact list. Email 100 prospects with one question and one photo of a printed masonry wall. Get a real insurance quote. Confirm required permits and licensing.
Days 31-60 — one brokered job	Take whatever came back, sub the print, install it, photograph it properly. That photograph is the entire sales asset for everything after.
Days 61-90 — the buy decision, on evidence	Three signed jobs means buy the machine. One or two means keep brokering. Zero means the answer arrived and cost nothing.

FOUR QUESTIONS FOR ANY MACHINE SELLER

Does the price include the control PC and licensed software? What printhead is fitted, and what does a replacement cost from you? What is the maximum print height, and does it clear a ten-foot wall in one pass? What happens if it arrives damaged — who pays the freight back?

The one metric: signed jobs per 100 outreach emails sent. Not enquiries, not likes, not quotes. Signed. Below one per hundred, the list is the wrong list or the price is wrong. Above three per hundred, buy the machine early.

7. Honest assessment



Research whether a direct-to-wall printing operator already serves your chosen radius. No competitor can mean open space, but it can also mean there is no proof anyone in the market wants the service.

The margin can be real and the surface niche vinyl cannot serve is real. Prove your own job size, price, material use, machine cost, and recovery period before buying.

What has not changed is that this is a one-time sale. No customer buys twice. The business survives on new towns and new buildings, and the radius has a finite number of both. That is why the sign shops matter more than the machine: they are the only source of repeat flow, because their client list refreshes even when yours does not.

Use the qualified contacts already available to you before spending anything. If a hundred outreach emails produce nothing, no machine will fix that — and finding out costs an afternoon.

This guide does not commit you to a purchase. It sets the evidence required to justify it.

EVIDENCE	PROCEED	PAUSE
Sign-shop calls	Textured-wall jobs are being lost	No qualified lost work
Brokered jobs	Three signed jobs inside 90 days	None land
Machine quote	Bundle, printhead, freight, support confirmed	Terms remain unclear
Job economics	Deposit, costs, travel, and margin work	Recovery depends on hope

WORKSHEET 01

Startup Checklist

01

TEST

02

LEGAL

03

QUOTE

04

LAUNCH

DONE	ACTION	OWNER / DATE / NOTES
☐	Call five sign shops and record lost textured-wall jobs.	
☐	Run the 100-contact outreach test and count signed jobs.	
☐	Broker one job before buying a wall printer.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm artwork ownership or licensing before production.	
☐	Obtain a real general-liability insurance quote.	
☐	Collect written machine answers on bundle, printhead, height, freight, damage, and support.	
☐	Build a startup budget and price worksheet using your own local inputs.	
☐	Prepare the estimate, deposit, invoice, job log, and lead tracker.	

WORKSHEET 02

Equipment and Startup Budget Worksheet

01

MACHINE

02

INK

03

PREP

04

CASH

ITEM	NEEDED?	ESTIMATE	ACTUAL	NOTES
Wall printer / freight / customs				
Control PC / keyboard / mouse				
Licensed RIP and design software				
Ink / spare printhead / cleaning kit				
Primer / rollers / masking / drop cloths				
Ramp / tie-downs / moving blankets				
Demo panel / portfolio photography				
Licensing / permits / insurance				
Vehicle / travel / loading setup				
Working capital / contingency				

BUDGET CONTROL

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

WORKSHEET 03

Pricing and Estimate Template

01

WALL

02

RATE

03

TRAVEL

04

DEPOSIT

CLIENT	SITE	ESTIMATE #	DATE

INPUT	BASIS	AMOUNT
Printable wall area	Width x height less exclusions	
Print tier / square-foot rate	Trade / Standard / Premium	
Artwork / design	Hours or flat fee	
Wall cleaning / primer / preparation	Materials + labour	
Travel	Flat trip charge by your zone	
Permit / access / special setup	Actual local requirement	
Subtotal		
Tax [VERIFY]	Applicable local rule	
Total		
Deposit to schedule	Half down	

WORKSHEET 04

Invoice Template

01

DEPOSIT

02

PRINT

03

BALANCE

04

PAID

BUSINESS	CLIENT	INVOICE #	DATE / DUE

DESCRIPTION	QTY / AREA	RATE	AMOUNT
Wall printing			
Artwork / design			
Wall preparation			
Travel / trip charge			
Permit / access / other			
Deposit received			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Total	
Balance due	

Job Log and Lead Tracker

01

LEAD

02

QUOTE

03

JOB

04

FOLLOW-UP

DATE	LEAD / SOURCE	WALL / NEED	QUOTE	STATUS / NEXT STEP

JOB #	SITE / SURFACE	AREA	INK / MATERIAL	HOURS	PHOTO / CLOSEOUT

ONE METRIC

Signed jobs per 100 outreach emails sent: _____ Reporting period: _____ Decision: _____

WORKSHEET 06

Compliance, Artwork, and Site Check

01

LICENSE

02

RIGHTS

03

SURFACE

04

RECORD

Check licensing, zoning, and tax rules for your own city and state before starting.



FINISHED RESULT | Original artwork, controlled preparation, clean production, and documented closeout.

CHECK	CONTROL	INITIALS / NOTES
☐	Licensing, zoning, tax, sign, permit, and site rules checked for the job location.	
☐	Customer owns the logo/artwork or supplies documented permission or licensed stock.	
☐	Wall type, condition, dimensions, height, access, clearance, power, and schedule documented.	
☐	Machine bundle, printhead, maximum height, damage, freight, and support terms retained in writing.	
☐	Insurance requirements confirmed before quoting the job.	
☐	Deposit, final approval, production record, completion photo, and balance documented.	