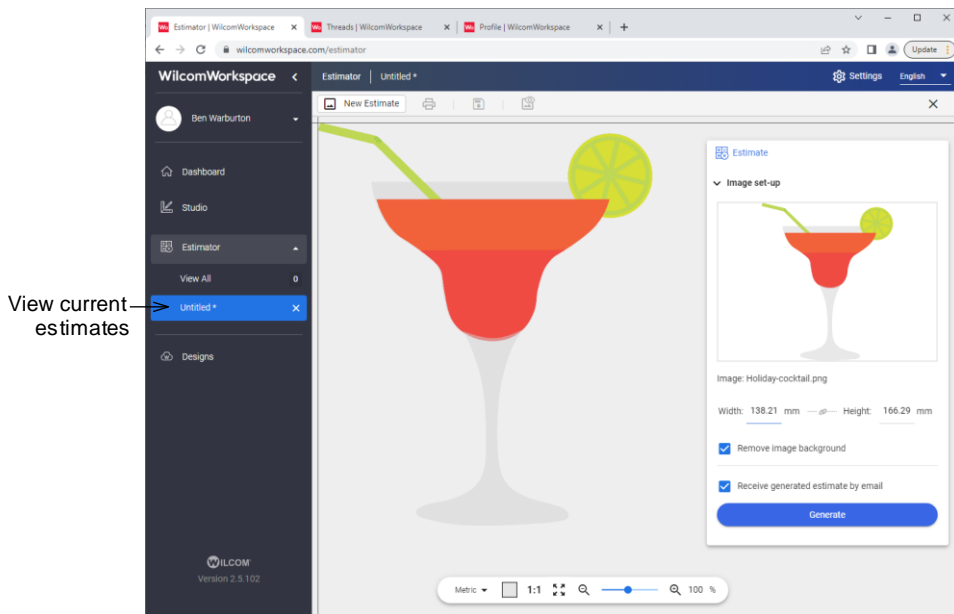


Chapter 4

Stitch & Price Estimation

The **Estimator** module in WilcomWorkspace is a powerful tool designed to assist you in generating accurate stitch estimations. These can then be used to create production quotations for your customers, eliminating all the guesswork. Using Wilcom's proprietary cloud technology, **Estimator** takes your customer's logo as a high-quality bitmap image and converts it to an accurate stitch estimation in seconds.



The benefits of the WilcomWorkspace **Estimator** are summed up as follows...

Benefits	Details
Automatic stitch-counts	Upload high quality bitmap images and set the image sizes for your designs. Estimator then uses Wilcom's auto-digitizing technology to convert the image in the cloud and provide you with precision stitch-counts. Remove the image background with a single click for a more accurate

estimate.

Meetings	Estimator is a web-based, cross platform product. This means you can use it anywhere with an internet connection on PC, MAC or tablet device. Including sales meetings.
Approvals	Once estimated, you can save the final design estimate as a PDF or print it out. The PDF file is automatically emailed to you, containing a view of the stitched image, the original artwork, along with the stitch count and other design details.
Save estimates	Once saved, all stitch estimates become searchable. Every saved estimate is stored with the original graphic, stitch estimate, quantity, digitizing and production cost, customer detail, and date.

Embroidery pricing

Traditionally embroidery companies use a stitch count vs quantity matrix to set the price they charge for embroidery. Prices are defined in an embroidery price table based on number of stitches and number of products. WilcomWorkspace lets you choose whether to configure your digitizing price alone and/or production price. Production price setup has some basic price table validation logic. Charges for each additional 1000 stitches should increase while cost per 1000 stitches should fall as quantity increases.

Factors affecting embroidery pricing

Factors affecting embroidery pricing are summarized in the table below.

Factor	Description
Setup	Each job no matter how small involves setup and handling. This is usually a fixed cost. It does not generally vary by quantity and can include such things as order handling, machine setup and teardown. WilcomWorkspace has a setup field where you can specify what price you want to charge by quantity break.

Digitizing cost	<p>Wages</p> <p>Cost of software</p> <p>Running costs</p> <p>How many stitches can be digitized in an hour</p> <p>And work out an hourly rate</p>
Quantity	<p>The number of pieces dramatically affects cost as there are many fixed costs that need to be spread across the pieces. These include order processing, purchasing, job set up, etc. Also different quantities may mean different machinery or sub-contracting options. WilcomWorkspace knows Quantity so this is factored into the pricing scheme by including setup charges and quantity breaks.</p>
Stitch count	<p>Embroidery machines have a maximum stitch rate so stitches can be seen as a variable cost. WilcomWorkspace knows the Stitch Count for existing designs and this is automatically factored into the pricing scheme. For new designs an estimate must be provided. For low volumes the accuracy of the estimate is not critical as the handling and setup costs are the largest cost factor. For higher volumes, it is more important and you should be prepared to provide a higher accuracy estimate or more information so an accurate estimate can be made by the system. WilcomWorkspace allows you to create as many stitch breaks as you require.</p>
Job type	<p>Cap, shirt, jacket, badge etc, all impact on the hooping time and potentially on the job setup time. If the machine is set up for caps and a shirt job is next, the frame will need to be changed. If you feel it justified, you may want to set up special price tables for certain job types – e.g. caps.</p>
Fabric	<p>The maximum speed a job can be run is dependant on the fabric. Fabrics may not be the same for all panels of a garment or the same for all colors in a style. WilcomWorkspace allows you to set up special price tables for specialized fabrics. During order entry the sales person can select alternative price tables – e.g. for leather jackets.</p>
Location	<p>The embroidery location affects hooping time and potentially machine speed – e.g. across join on a cap. You can, if required, set up special price tables for difficult locations.</p>

Colors The color count has a dramatic effect on running time. A machine has a finite number of colors loaded per head. If a color is not available, the operator has to load it before the job can commence. It also takes a certain time for a machine to switch colors. There is an associated thread-break risk with each color change. Generally if you analyze your embroidery designs, you will find a relationship between number of colors and number of stitches, and this can be built into the price table. If you want to add a special color charge, you could add a new item to QuickBooks and manually add this to the order.

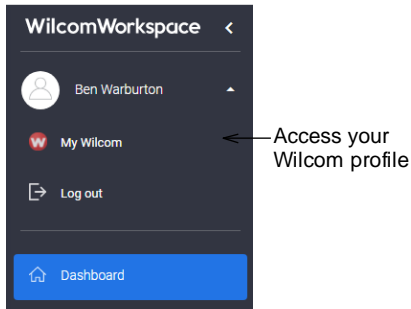
Special processes Sequins, boring, appliqué, etc, all increase the time a job takes to run. You could set up special price tables for these or special charge items in QuickBooks.

Configure digitizing price

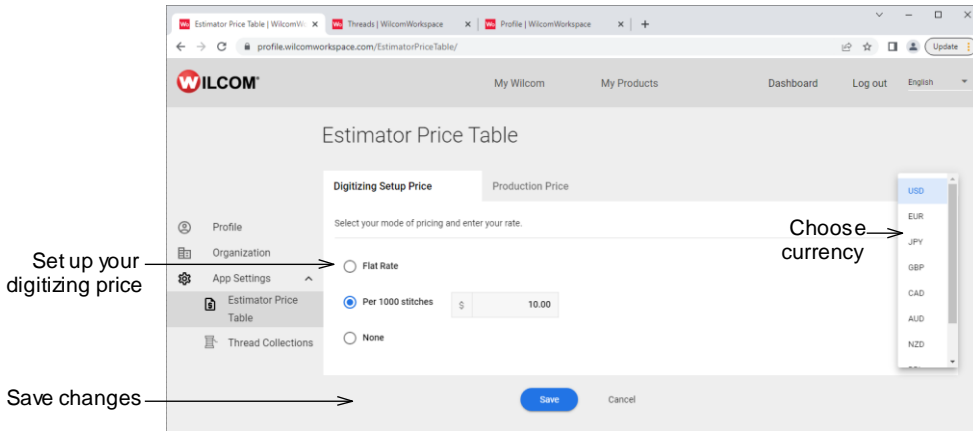
WilcomWorkspace lets you choose whether to configure your digitizing price alone and/or production price.

To configure digitizing price...

- 1 Access your **My Wilcom** account via the dropdown menu under your name.



- 2 Open the **Estimator Price Table** page under **App Settings**. This defaults to the **Digitizing Setup Price** tab.



- 3 First, choose your currency from the droplist.
- 4 Configure your digitizing pricing...

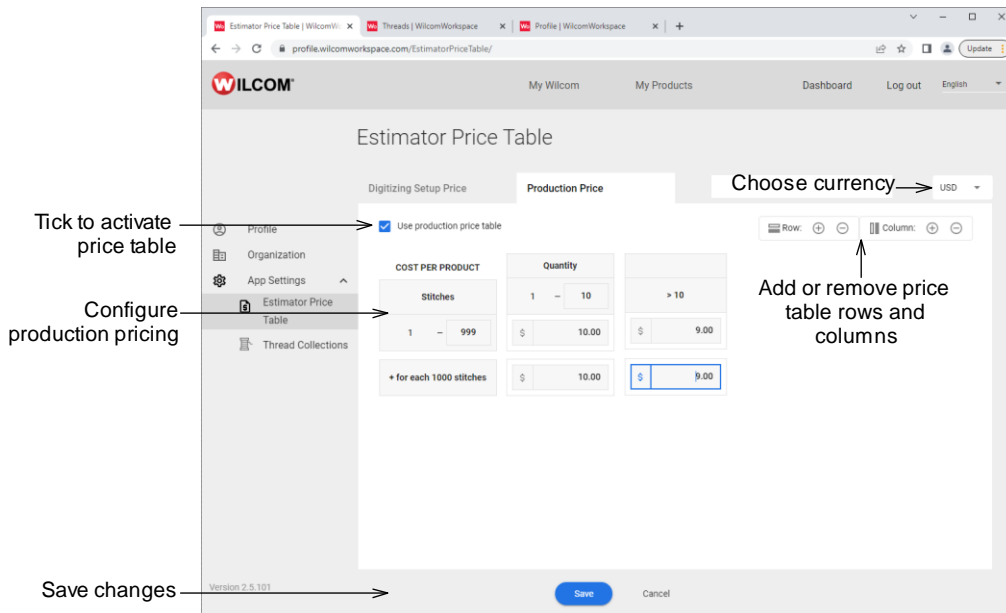
Method	Notes
Flat rate	You may prefer to charge a flat rate for digitizing based on wages, software depreciation, running costs, and average digitizing time per design.
Per 1000 stitches	Many digitizing houses create estimates based on a cost per 1000 stitches. This will be a function of wages, software depreciation, running costs, and average number of stitches digitized per hour.
None	If you are only interested in production estimates, choose this option.

Configure production price

Production price setup has some basic price table validation logic. Charges for each additional 1000 stitches should increase while cost per 1000 stitches should fall as quantity increases.

To configure production price...

- 1 Click the **Production Price** tab.



- 2 First, tick the checkbox if you intend to use the production price table.
- 3 Again, choose your currency from the droplist. This may or may not be the same as your digitizing price currency.

To configure item-quantity breaks...

- 1 Start by adding columns or rows to obtain the required number – set or modify item-quantity breaks in the row at the top. This allows you to set up pricing so that you charge more per item for smaller quantities – e.g. 1-9 items will attract a higher price than, say, 10-24 items.
- 2 Modify the value in the **Quantity** row as required – e.g. 1-10 items. The **Quantity** > values are updated accordingly.
- 3 Optionally, use the **New Column** and **Delete Column** buttons to add or delete item-quantity breaks.

Tip: It is important to have a reasonable number of quantity breaks for the lower quantities otherwise you get price distortions.

To configure stitch-quantity breaks...

- 1 Set or modify stitch-quantity breaks in the **Stitches** column on the left – as stitch count increases, production cost increases, which is reflected in price. For example, you might want to define a job setup charge – e.g. \$25 – for quantities less than a given amount – e.g. 50 items.
- 2 Set or modify prices for each cell in the first stitch-quantity break row – e.g. 0-999 stitches.

Normally price falls off as quantity increases. Cells turn red if this is not the case. For example, you may set a value of say, \$1.00 for 1-4 articles of less than 1000 stitches, a lesser value of, say 80 cents for 20-49 articles, and so on.

- 3 Once the first row is determined, set prices for the higher stitch counts. Values should increase down the column. Again, cells turn red if this is not the case.
- 4 Optionally, use the **New Row** and **Delete Row** buttons to add or delete stitch-quantity breaks.

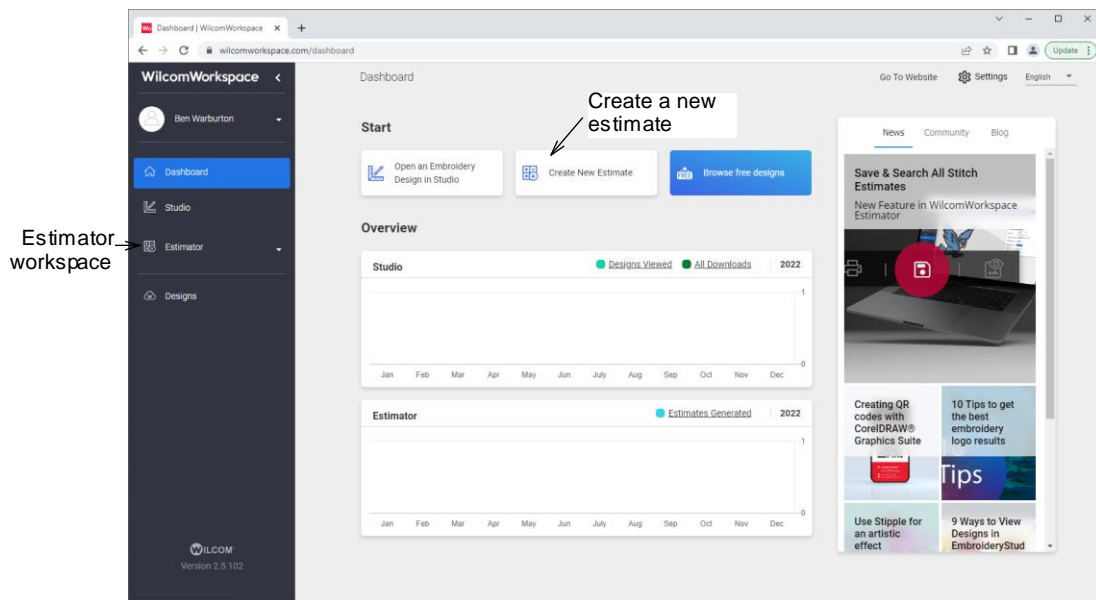
Create estimates

You create estimates in WilcomWorkspace via the **Dashboard** or directly from the **Estimator** module. The **Estimator** assumes you have set up your price tables. Alternatively, you can obtain a stitch estimate alone without setting up your pricing.

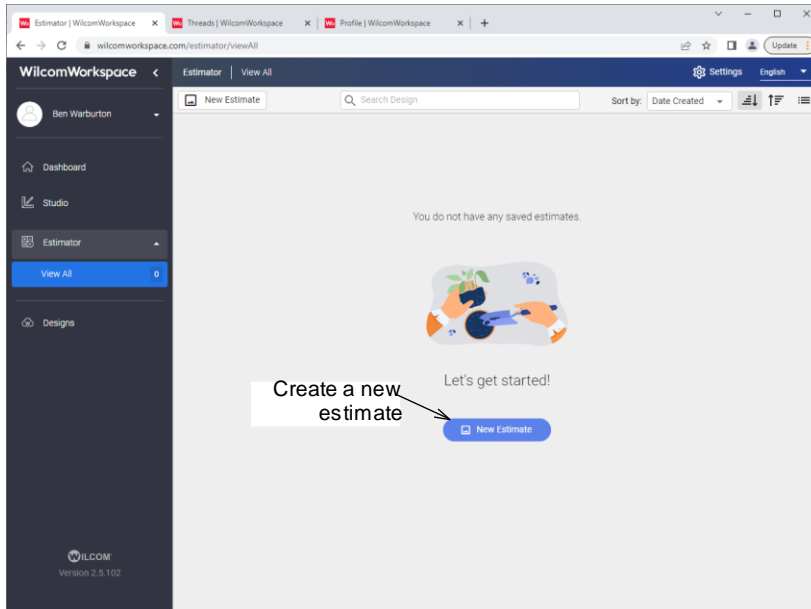
Note: WilcomWorkspace supports electronic artwork of various formats including JPG, JPEG, BMP, PNG, and GIF. For best results, use images with clear subjects, a solid or transparent background, and limited colors. Don't upload photographs or images with 'noisy' backgrounds.

To create a new estimate...

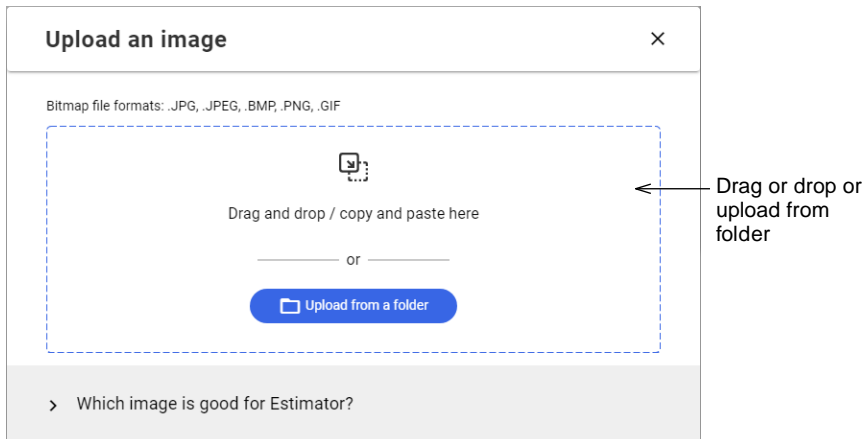
- 1 From the **Dashboard**, click the **Create Estimate** button or click the **Estimator** module.



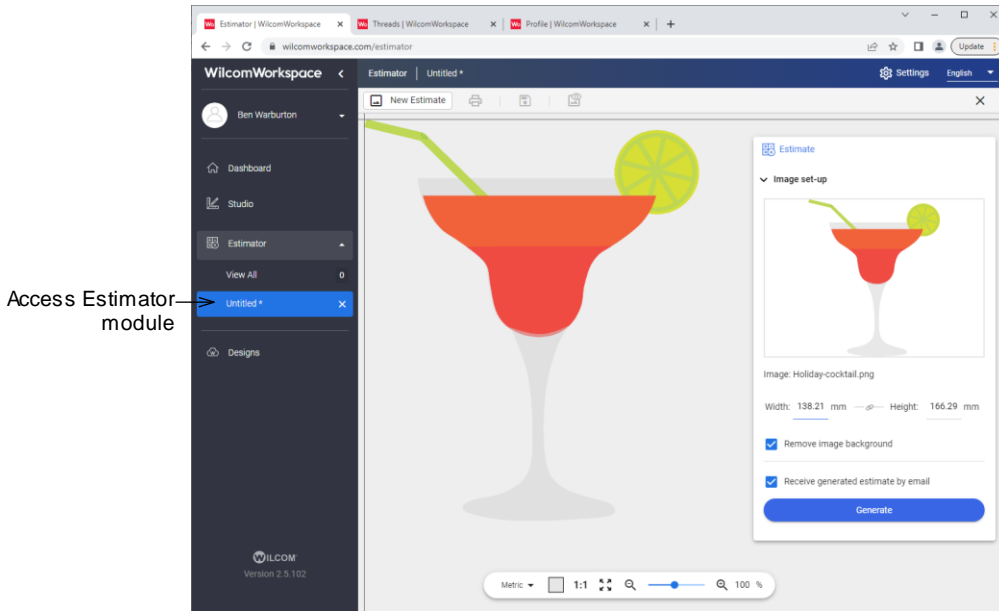
- 2 If you haven't yet created any estimates, you will be prompted to do so from the 'getting started' screen...



3 Click the **New Estimate** button. You are prompted to upload an image.



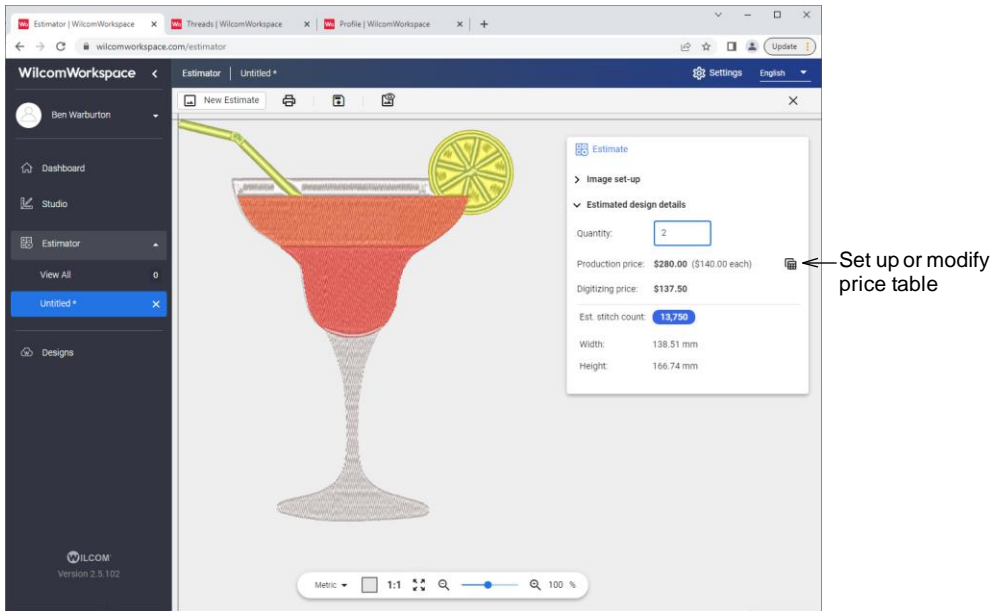
4 Either drag and drop an image from Windows File Explorer or upload it from a hard-drive folder. The image opens in the **Estimator** window. This is organized in two functional areas – image setup and estimation result.



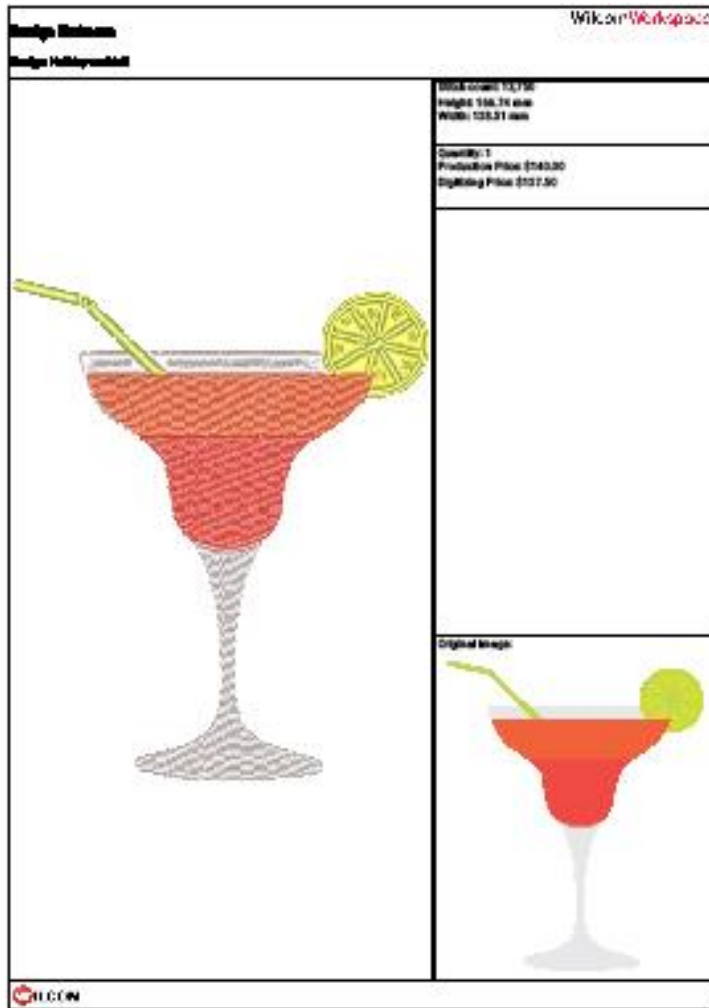
5 Use the **Estimator** toolbox to configure the image as required:

Option	Purpose
Image dimensions	Set image width and height to the dimensions of your intended output – e.g. for shirt pocket, cap, etc.
Image background	Opt to include or exclude (the default) your image background from the stitch estimation.
Email estimation	Opt to receive your estimation by email (the default). This can then be forwarded as is to your client.

6 Click the **Generate** button to create a stitch estimation based on the above parameters. The **Estimator** processes the image and generates a TrueView™ representation of the embroidery design together with a stitch estimate.

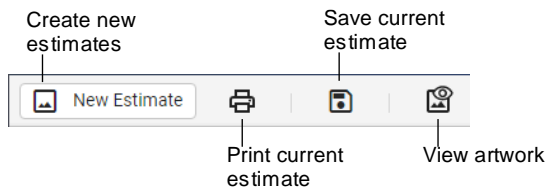


- 7 If you haven't already done so, click the **Price Table** button to configure the price table for your output based on company pricing policy. **Embroidery pricing**
- 8 If you want to quote on multiples, set the number of units required in the **Quantity** field.
- 9 If you have ticked the Email estimation option (the default), you will receive your estimation by email. This can then be forwarded as is to your client.



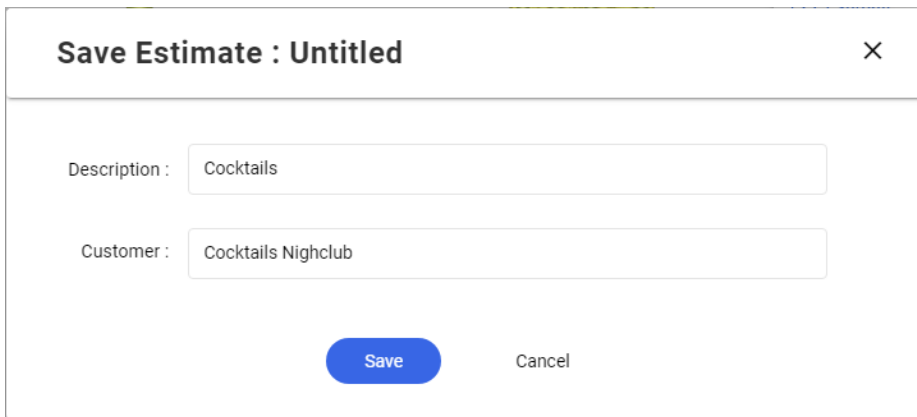
Save & print estimates

The **Estimator** toolbar allows you to save estimates for future reference. Use it also to create new estimates.



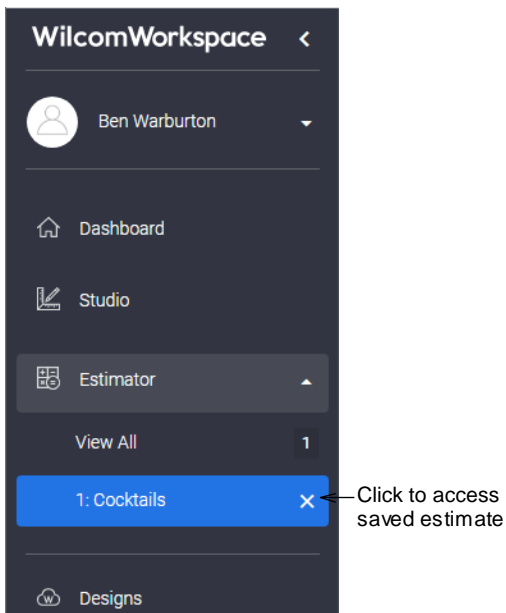
Save your estimate

Click the **Save** button on the **Estimator** toolbar to save your estimate for future reference. Catalogue the estimate by description and customer.



A dialog box titled "Save Estimate : Untitled" with a close button (X) in the top right corner. It contains two text input fields: "Description : Cocktails" and "Customer : Cocktails Nighclub". At the bottom, there are two buttons: a blue "Save" button and a "Cancel" button.

Once saved, you can quickly access your estimate via the WilcomWorkspace sidebar. Click **X** to removed when you have finished with it.



Print your estimate

Click the **Print** button on the **Estimator** toolbar to send your estimate to printer or to PDF file. Options are self-explanatory...

