



The power of Web-2-Print™ is more than technological ease: it's a tool that keeps businesses in touch with their audiences without adding pressure to operating budgets.

The first thing to understand is that a Web-2-Print Portal is a tool that centralizes and simplifies the process of creating, distributing and tracking all components of marketing collateral, cross-media and direct marketing campaigns. Essentially it's an online "order center" where sales teams and company associates can request customized marketing materials for their customers and prospects -- easily, with just a few clicks. And because associates access a single point for printed materials, it streamlines the process, puts less pressure on already over-worked marketing departments but most important of all, it puts a lock on brand messaging. The Web-2-Print portal all but guarantees brand message integrity.

It's a True Brand-Builder.

Maintaining and strengthening brand identity can be a challenge for businesses with multiple locations and numerous customer contact points. With Web-2-Print, managing programs and keeping materials on message is automatic because all communications are administered through a single source point.

Web-2-Print portals offer benefits beyond easy distribution of marketing materials and a path to tighter brand consistency. The templates and other tools like variable data printing let

you personalize and customize direct marketing materials for your audience without compromising brand integrity.

Print-on-Demand Functionality.

Web-2-Print portals feature digital on-demand printing that has a number of time and cost saving user benefits. It gives businesses the opportunity to create marketing materials in the exact quantities they need right when they need them. Essentially, printing on demand reduces costs associated with storage and all but eliminates obsolescence of materials because what's needed is printed and shipped following a "Just In Time Delivery" model.

Customer Relationship Management and Accounting Practices Get Stronger.

Truly integrated Web-2-Print portals can connect to present CRM and accounting systems that give management key insight through detailed reporting that can closely monitor ROI. This creates a more organized, more accountable sales and marketing organization without over-burdening employees with additional manual reporting responsibilities.

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Who can benefit.

Sales teams, distributors, company associates or customers can order marketing materials, customize them for their markets and print them on demand. Brochures, booklets, sales sheets and other types of collateral can be produced in real-time. Businesses utilizing Web-2-Print portals can streamline distribution and fulfillment of approved marketing materials and can be made available within days rather than weeks.

Some of those benefits include:

Ability to control brand elements and maintain brand integrity

Allows personalization & customization of marketing materials locally

Streamlines the process of preparation and printing of marketing collateral

Reduces management, production, printing and storage costs

Creates greater ability to track direct marketing expenditures & campaign ROI

Whether your sales team is looking for updated marketing materials or your customer wants to choose a post card design for their client – the process is streamlined, automated and can get you to market faster with this online approach.

Do it online, in real-time — reduce your costs and time to market.

Types of Web-2-Print Portals.

CUSTOMIZED STOREFRONTS

Put your brand on a customized web-based storefront and let staff and business partners make requests for custom printed materials from your portal. Shipping and distribution can be done both nationally and internationally.

Templates of materials can be created and these customized websites link to multiple databases offering:

Create customized marketing materials online in minutes

Print inventory on demand

Place orders in real-time, 24/7 deliverability

Integrate print workflow that links web operations with standard mail and fulfillment operations

Operations workflow – “lights out manufacturing” approach

COLLATERAL MANAGEMENT SYSTEMS

Collateral management Web-2-Print solutions combine the best of both worlds. These systems offer both fast delivery as well as customizable, relevant, targeted materials personalized to each individual prospect and/or customer.

Solutions allow individuals to request information and receive information both quickly and easily. Whether it is a Consumer Build It Yourself Brochure Tool or an Online Ordering Tool for Dealers/Distributors/Sales Executives to update and get the most recent promotional materials — these technologies are both empowering and liberating.

Customize materials in real-time

Reach your targeted audience with the relevant message in just a few days

Respond immediately to local market conditions

Print collateral on demand

Automated systems make the assembly of both static and variable content more efficient than ever before. Customized brochures can be delivered in PDF format within moments of someone's online request while simultaneously submitting the new brochure for printing and mailing. The materials can literally arrive within 24 hours of the request!

Collateral by Request

