

Are you ready to take advantage of the next printing revolution?

How web-to-print has revolutionised the printing industry and how it could enable your business to make money while you sleep.



The invention of the printing press is undoubtedly one of mankind's greatest achievements

When Johannes Guttenberg created a quick and cheap way to distribute information during the 15th Century, it led to one of the most transformative periods of history, resulting in the Industrial Revolution.

Fast forward almost 600 years and we are now experiencing a digital revolution—with the internet and mobile technology arguably having a greater impact on society than anything that's come before.

It's impossible to list the ways the internet, and smartphones in

particular, have transformed our lives. But one thing is for sure—the way we now buy, sell, and communicate has changed beyond recognition.

Your customers now demand a completely different experience when interacting with you. Printers that don't fully adapt to the digital revolution are unlikely to survive.

However, those that are able to harness the full benefit of digital technology throughout their printing workflow could experience limitless business growth.

In this whitepaper we will discuss:

- How customers find you and want to deal with you has changed—regardless of whether you operate in the business-to-business (B2B) or business-to-consumer (B2C) sector.
- How web-to-print technology is revolutionising the printing and labelling industry.
- How web-to-print technology could enable you to grow your business in ways you may not have even considered without having to take on extra staff or put in extra hours.
- What you should look for in a web-to-print software provider to ensure they meet your exact business requirements.

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How the internet and smartphones have changed the way we shop

There's no overstating the impact that the internet has had on the way we shop. According to Google, 63% of any purchasing decisions begin with an internet search. This includes everything from buying food and drink to electronic devices. For some product types, it's as high as 90%. To put this into context—1.8 billion of us across the globe now shop online. And the use of smartphones to conduct these searches and purchases is ever growing.

Between 2013 and 2018, the proportion of searches made on a mobile device increased from 16% to 52%. According to a 2018 study, 79% of smartphone users had made a purchase on their smartphone within the last six months.

But it's not just retail companies that are now doing business online. Recent data suggests that B2B e-commerce transactions will soon overtake that of B2C. As a result, we have seen an explosion of new digital web-based companies that have revolutionised a number of sectors, such as AirBnB, Amazon, Netflix, and Uber. The message is clear—consumers now seek highly personalised, quick and slick transactions that can be conducted through their mobile devices. Companies that don't react to this shift will pay a significant price.

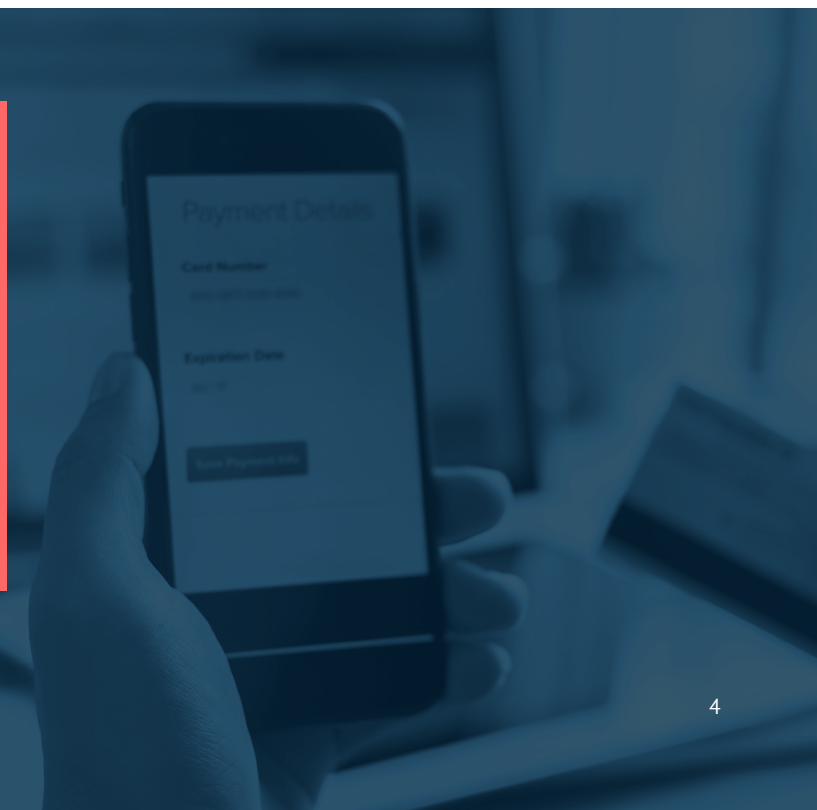
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Why your print shop should be more like Amazon

It's unsurprising that Amazon have become a trailblazer for a number of industries for all the reasons discussed below. By taking a page out of Amazon's book, companies from all sectors have hugely improved efficiency and customer experience, and reduced costs, all while growing their business. And it's no different for printers.



An Amazon example to follow

Now, you can't really discuss the digital revolution without mentioning Amazon. Beginning life as an online bookstore back in 1994, the company has grown into a global e-commerce giant, generating \$10 billion worth of profit in 2018. This works out to \$443,000 (£337,000) of profit per minute. In comparison, Tesco, the UK's biggest retailer generates \$7,750 (£6,000) of profit an hour. But what are the reasons behind Amazon's huge success? Well, it's a combination of factors.

Convenience

Time is precious to us all. Given the choice, would you rather spend a few minutes browsing on your smartphone, finding what you need, knowing within a few touches of the screen your item will be delivered to you the very next day? Or would you rather get in the car, drive to the nearest town or retail park, spend 10 minutes finding a parking space, spend 20 minutes trying to find the item you need, and then another 10 minutes waiting in line to buy it? Also, Amazon never closes. You can buy from them 365 days a year, 24 hours a day. And you can even choose to have your item delivered to a drop-off point if it's not convenient to receive it at home or at work.

A personalised user experience

As well as providing a convenient solution, Amazon's success is also down to the fact that its platform is highly intuitive. Not only is it easy to find what you are looking for and it compare with other items, but the whole transactional process is incredibly simple. Amazon will even suggest other items personalised to you based on previous searches and purchases. Amazon makes it so easy to use their platform that practically anyone can use it. According to Statista, 79% of US citizens aged 65 and over have used Amazon which isn't much lower than the proportion of 18- to 25-year-olds (83%) that have used the platform.

Low overheads = higher margins and more business

Because Amazon's business model is technology-based, its processes are massively streamlined with low overheads. This has enabled it to massively diversify away from its origins as an online bookstore—you can now buy anything from tools to groceries. Because of the low overheads, it's able to sell items cheaper than its competitors which is another reason why we are more likely to shop at Amazon than our local electrical store.

How much do you think you could increase your margins and grow your business if:

- More clients could find you online following a quick search on Google
- You could create individual portals and websites for different segments of your business
- Clients could place their orders online, regardless of the time of day, and whether you were on-site or not
- Clients could place orders online using their own unique designs or templates provided by you
- Clients could get automated estimates based on their individual requirements
- You could create new lines of business without taking on extra staff or spending more time on the shop floor
- Proofing, preflighting, printing, archiving, and shipping notifications were all automated
- Quotations and approvals, print workflow, MIS, and shipment systems were all integrated, meaning anyone in the business could access the information they needed from one central point, eliminating unnecessary duplication or errors when rekeying data?

Well, this has been achieved by many in the printing and labelling industry with effective use of web-to-print software.

How web-to-print technology is revolutionising the printing and labelling industry

There's no denying that, in some ways, the digital revolution has had a negative impact on the print industry. As marketing departments have increased their digital ad budget, they have reduced spending in traditional direct marketing materials. In addition, a growing number of trade and lifestyle magazines have switched to an online-only format at the expense of the print version. But rumours of the demise of print are greatly exaggerated.

According to one forecast, digital print output is predicted to grow by 65% over the next 10 years to reach \$230 billion by 2029. In its report, "The Future of Digital Print: Long-Term Strategic Forecasts to 2029," industry consultant Smithers states that new capabilities in digital printing will enable print suppliers to diversify their business and open up new revenue streams. With e-commerce at the centre of this growth, web-to-print will enable firms to offer a greater range of services while adapting to customers' changing demands.

The report argues that e-commerce and e-commerce (mobile commerce) sales will increase, disrupting traditional retail and enabling more efficient supply chains.

Rather than solely offering large print run based pricing structures, these solutions allow printers to cater for small print runs and unique, bespoke one-offs. Effective web-to-print software eliminates the pressure on budgets and profits traditionally associated with smaller print runs.

The power of personalisation

One of the most effective marketing campaigns of recent times was Coca-Cola's "Share a Coke" campaign. By printing names on its bottles, Coke not only saw its sales rise by 2% but reversed a decade-long slump in sales.

But Coke isn't the only company that has benefited from this personalised approach. Perhaps the biggest success story in the printing industry in recent years has been the incredible rise of Spreadshirt.

Founded in 2002, Spreadshirt is an e-commerce company that offers print-on-demand for clothing and accessories. Customers can access products designed by others or create their own personalised designs.

In 2018 the company reported record profits of €10 million EBITDA, up 23% from the previous year, and a total revenue of €110 million (+3.4%). This was largely due to a massive growth in mobile traffic, the company said, which increased from 17.7% to 58%. In addition, almost half of all orders were placed via mobile devices in 2018 (10% more than in 2017).

But it's not just companies of the size of Coca-Cola and Spreadshirt that have achieved success through adopting a personalised offering that web-to-print provides.



CASE STUDY



Print My Smile offers a range of personalised products, from photo books and wall art to mugs and chocolates.

Unlike many other personalised chocolate gifts on the market, the team at Print My Smile didn't want to simply wrap a personalised sleeve around a standard box of chocolates. They wanted to make

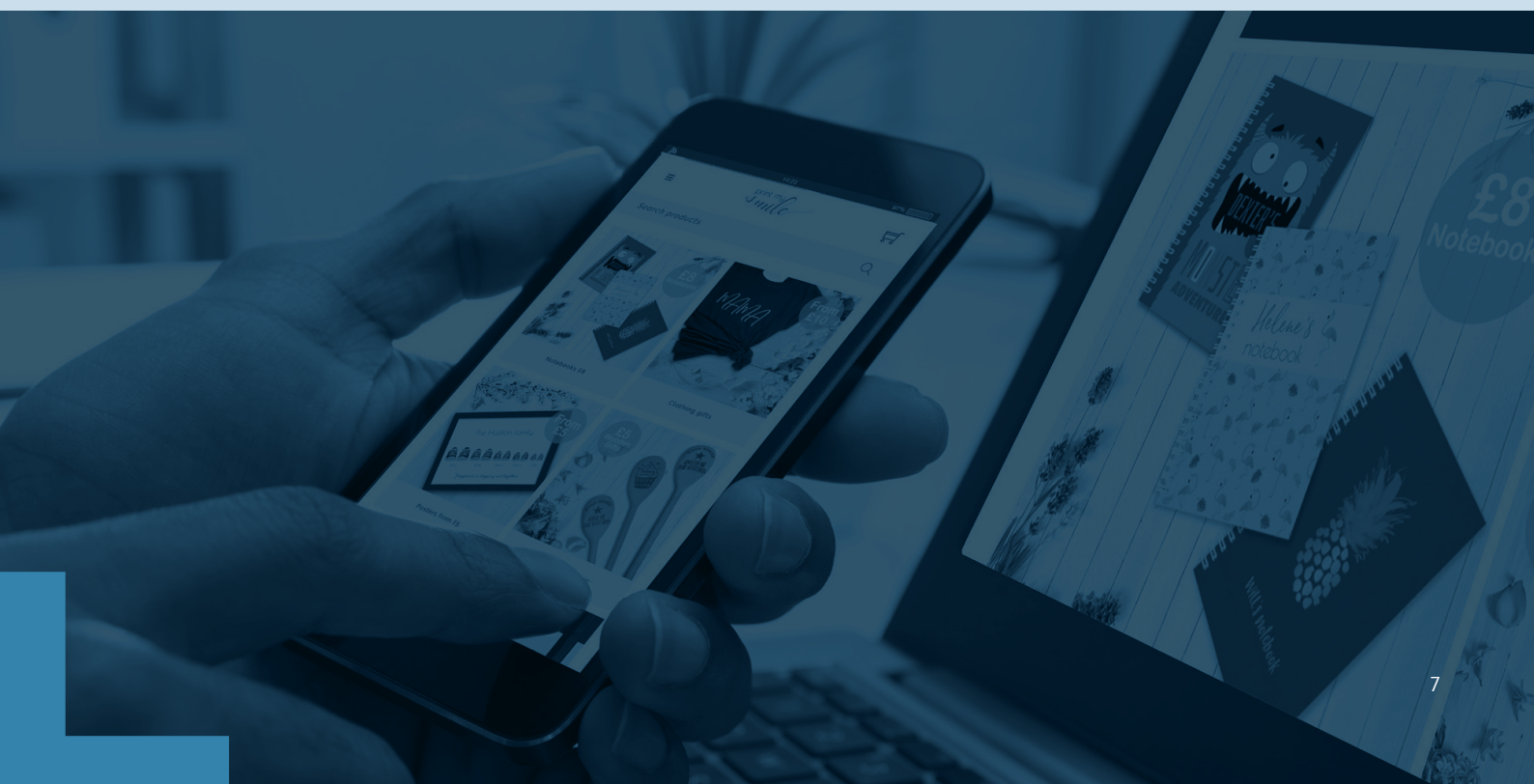
the experience of getting the gift feel as special and emotional as the personal message it conveys.

By partnering with Infigo and the UK's first digital folding carton manufacturers, The Alexir Partnership, Print My Smile has seen incredible growth since it launched in 2017.



Putting a name and photo on a piece of print is nothing new, and the choice of personalised gifts available is vast, so differentiating ourselves and building loyalty with customers to become their number one all comes down to the user experience and the quality of the product. This was key to the decisions we made when choosing the e-commerce, web-to-print solution and packaging partner."

Suzanne Rouart - Founding Partner - Print My Smile



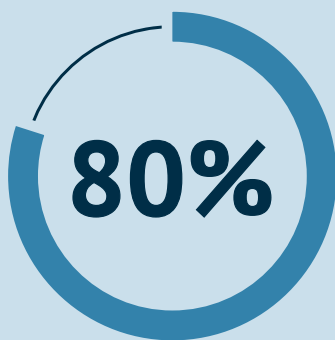
Bringing personalisation to traditional marketing

The ability to create low-cost bespoke, personalised printing and packaging through web-to-print has also led to a resurgence in more traditional marketing materials. With digital marketing becoming omnipresent, savvy marketers are beginning to realise that print is still an effective way to cut through the “noise” of digital marketing. Because a growing number of us are scrolling past digital ads on our social media feeds and taking breaks from our smart devices, direct mail is proving to generate better response rates.

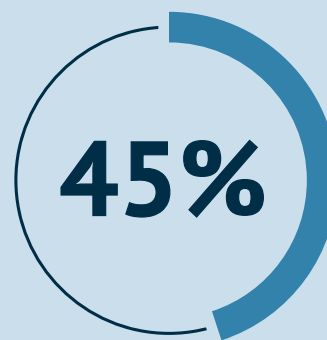
So there are many opportunities to diversify your printing output and open up new revenue streams with effective web-to-print

solutions. Easy-to-use, intuitive functionality on the client end combined with automation throughout the workflow greatly reduces the costs traditionally associated with smaller print runs.

Compared to the 9% house lists response rate, email, paid search, and social media have only 1% response rate



Of consumers respond immediately to direct mail, while



Give an immediate response to email.

Print advertising is more effective when remembering a brand, purely because that's the way our brains are wired

Personalised documents improve response rates by up to 30% and increase customer loyalty by 26% in the short term and 50% in the long term

How web-to-print works

A fully integrated web-to-print ordering service has the capability of automating entire workflows—from instant, live pricing (24 hours a day, 365 days a year) to job submission and specification and from product mapping, imposition, and stock management to billing and shipping.

Artwork submission can be automated to ensure error-free images. Proofing, preflighting, printing, and archiving are taken out of human hands—reducing labour and the risk of human error, while also saving on endless printing of proofs.

Personalisation options and the ability to lock-in important design elements mean that businesses can decentralise work, safe in the knowledge that key branding messages remain locked and fixed.

The benefits web-to-print offers to you



User-friendly, bespoke storefronts

Whether you are providing printing services to large corporate clients or one-off e-commerce printing services, web-to-print software, such as Infigo's ground-breaking web-to-print solution, provides the ability to create branded storefronts. This means your corporate clients can order any marketing or branding materials, whenever they need it, from their own portal.

If you want to provide smaller scale printing services, you can create individual, segmented websites (one targeting small businesses who require business cards, another targeting small vineyards who require bottle labelling, for example) to maximise the chances of being found online.



Templated solutions

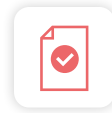
You can tailor the level of functionality that the end user has depending on the service you are offering. This means that customers (whether you are offering a B2B or B2C solution) will find it easy to design and order their product regardless of design expertise.



Automation

Automated emails keep the customer up-to-date with the order progress which means you won't need to spend time responding to numerous questions about when their order is likely to arrive.

In the words of Phil Roper, Managing Director of Indigo Ross, "Productivity has immediately increased as the automation within the site was far superior to that of our own system, so the time required to get a sheet off the press was dramatically reduced. Day-to-day running of the site is incredibly smooth and we experience very few issues, and return on investment was achieved in a very short space of time."



Simple, fast document submission

Ordering is simple and fast, proofing and approval is flexible and efficient since everything happens through one interface. This means there are no endless streams of emails taking up precious time that could be better off spent elsewhere. The customer has better control, and you have an automated, accurate, and cost-effective print management software to deliver exactly what they need.

What you should look for in a web-to-print software provider to ensure they meet your exact business requirements

There are a number of web-to-print solutions available on the market, and it is a sizeable investment. So what factors should you consider to ensure that you get a return that more than justifies the investment?

A proven reputation for excellence and innovation

Not only has Infigo been operating for more than 10 years, but our 40 strong team has decades of experience in the printing sector. We have won several industry awards and are dedicated to giving our clients technical support that exceeds expectations.

Chris Myers, Director for Arizona State University's Print and Imaging Lab, shares, "What we like most about Infigo as a company is the fact that they're so responsive, and they have a great technical support team. Their customer service is out of this world. And when we started working on building templates and asking them questions, their response time was immediate."

A SaaS solution that is regularly updated

One of the main benefits of Infigo's solutions is that everything is fully hosted and controlled by our team. As a result, deployments are released weekly. These updates are based on suggestions from clients so whenever a client requests improved functionality, all clients will benefit from it.

As it is a web-based solution, updates occur without any inconvenience to the customer.

A solution that can be easily integrated with other systems

Because Infigo has built the solution ourselves, from the ground up, it can be easily integrated with other systems. We have also built strong partnerships with a range of industry leaders which makes our solutions fully compatible with other software and hardware you already use—from Adobe Indesign to HP SmartStream.

Conclusion

The world is transforming at an astonishing rate and customers' expectations are changing with it. There is a demand for instant solutions and services, all hours of the day, any day of the week. Customers no longer want to travel to a print shop with their artwork for printing and editing. They now demand instant, online solutions.

So if you want to embrace the web-to-print revolution, reduce overheads, generate new revenue streams, and boost profits, get in touch now to see how Infigo can help you transform your business.

