



## MGX Copy gets a Facelift

Hello

# PRINTIVITY



**75%**

new website adoption within one month with higher than expected returns

**2-3 days**

to launch a new product from 3-4 weeks previously

**80-90%**

cost savings for launching new products



### Printivity Case Study: Rebranding for the 21<sup>st</sup> Century

“ShakaCode is a highly competent, responsive design firm that excels in front-end React development on a Rails back-end. Everything they do—business process, design, development, testing—is cutting-edge, not bleeding edge, delivered at a competitive price by professionals you can bet your business on.”

**Erik Krueger**, Chief Technology Officer, Printivity

## PRINTIVITY

Serving over 35,000 customers nationwide, Printivity is a digital print company offering superior quality with color accuracy and consistency, competitive prices, the shortest turnaround time in the country, and a 100% satisfaction guarantee.

## HIGHLIGHTS

### CHALLENGES

- Antiquated website lacked mobile-friendly UI and SEO capabilities
- Creativity and quality of the company was not reflected in the website
- Challenging UI did not reflect the ease-of-use of the new Printivity brand
- Long and expensive IT development cycle to launch new print products

### SOLUTION

- Technology: Brand new React front-end, Ruby on Rails back-end, Solidus for e-commerce, React on Rails Pro for Server-Side Rendering, and Typescript for JavaScript type support.
- Team: ShakaCode developers backed by HawaiiChee.com source code and team, including Justin Gordon, the creator of React on Rails.

### RESULTS

- 75% new website adoption in just one month with higher than expected returns (achieved with a simple message on the old site announcing the new brand and linking to the new website)
- Faster time-to-market for new products—2-3 days from 3-4 weeks
- 80-90% cost savings for launching a new product

## Challenge: Creating a website to reflect a new brand

“Our website is the face of our company,” states Erik Krueger, CTO of Printivity. “We’re an e-commerce company, so everything the customer knows or perceives—about who we are and what we do—is based on our online presence.”

Launched in 2010 in a garage under the MGX Copy banner, Printivity is the fastest growing digital print company<sup>1</sup> in the USA. A multi-million dollar entity with three production facilities—two in San Diego, California, and one in Lyndhurst, New Jersey—Printivity dedicates itself to providing the best possible print experience for their customers. Widely known for price matching, MGX Copy stood behind their “We’ll fix it, replace it, or refund it” guarantee for 100% satisfaction.

However, there was a problem.

### A future constrained by history

“Our company was expanding fast, but our website was limiting our growth plans,” explains Erik. “Times have changed since the ‘90s, but our website hadn’t. It wasn’t mobile friendly or optimized for SEO, affecting our page rankings.”

Still, more was involved.

“It wasn’t just the old website that was holding us back,” continues Erik. “We’d also outgrown our name: MGX Copy. Nobody knew what it meant. It wasn’t memorable or compelling. We decided to change our name to reflect both what we do—print—and the force behind it—creativity and productivity—while keeping our core processes and commitment to quality. As a result, Printivity was born.”

---

*“Buying print is too hard and costs too much. You don’t know what you’re going to get or when you’re going to get it. We’re changing that. We’re helping people grow and market their businesses through print. The Printivity name reflects who we are and what we do for our customers.”*

**Lawrence Chou**, Founder and CEO, Printivity

---

<sup>1</sup> [Inc. 5000](#)

## Goal: A modern, scalable, and efficient website

“Our goal for the new website was quite simple,” explains Erik. “We wanted to build something modern, visually attractive, and user-friendly. It needed to support our marketing campaigns as well as our plans for quickly scaling our product portfolio. Our software department needed to build a software ecosystem and process that was modern, scalable, and maximized the efficiency of the team.”

## Process: Finding a partner who understands the business

After exploring—and discarding—the options of developing the website in-house or using freelance developers, Erik looked for a partner with the specific skills and experience he needed. That wasn’t easy.

“I didn’t want someone who could just build a website,” says Erik. “I wanted a partner who understood my business, would assist me in making technical decisions, and provide me with a foundation upon which we could build and scale the business over time. I also wanted someone who would bring with them industry best practices and standards for development and testing. I was looking for someone who could help modernize, not just our website, but also our development systems and processes.”

The screenshot shows the MGX Copy website interface. At the top, there's a navigation bar with links for PRODUCTS, MGX MEMBERSHIP, PRINT BLOG, and ACCOUNT. Below this is a header with the MGX Copy logo and a 'Client Advantage' banner. The main content area is divided into several sections: 'Start Printing Now: Choose A Print Product' with a grid of product categories like Color Copies, Business Cards, Saddle-Stitched Booklets, Perfect Bound Booklets, Postcards, Mini Posters, Spiral Bound Booklets, and Brochures; 'MGX Copy — National online printing company based in San Diego'; 'About MGX Copy' with a detailed description of their services; 'Online Printing Services Shipping Everywhere in the US'; 'A San Diego printing company providing local service'; 'Same-day and next-day online booklet printing services'; 'Our MGX Copy Team'; 'Featured Partner RICOH'; 'Clients Served by MGX Copy' listing brands like websense, Allstate, UPS, Holiday Inn, and AVERY DENNISON; and 'Info & Resources' with links to Product Listing, Help Center, Marketing Blog, and Privacy Policy. The footer contains contact information and social media icons.

The old MGX Copy website

*“I didn’t want someone who could just build a website. I wanted a partner who understood my business, would assist me in making technical decisions, and provide me with a foundation upon which we could build and scale the business over time. I was looking for someone who could help modernize, not just our website, but also our development systems and processes.”*

**Erik Krueger, CTO of Printivity**

## The creators of React-on-Rails

Finding ShakaCode online, reviewing their open source contributions on GitHub, and having a preliminary meeting with Justin Gordon, the CEO and Founder of ShakaCode and HawaiiChee.com, convinced Erik he'd found the right partner for the new Printivity website.

"We decided on ShakaCode because they offered most of the capabilities we needed," expanded Erik. "Although the original design team offered to deliver the front-end, we chose to give the work to ShakaCode because of their expertise as the creators of React-on-Rails which we needed to bridge our back-end with the new front-end."

Moreover, there was another value-add that Erik identified, one critical to the success of the project.

---

*"We selected ShakaCode, not only because of their ability to provide React-on-Rails integration support, but also their extensive development and real-world experience in these technologies. It's allowed us to establish a new development baseline and enables us to replicate our success in the future."*

**Erik Krueger**, CTO of Printivity

---

## Expertise building real-world applications

"What I liked about ShakaCode is that they'd already done what we wanted to do, but for themselves on their website HawaiiChee.com," states Erik enthusiastically. "They weren't just using us as guinea pigs. They had an established development team along with a standard setup and development process that they'd already perfected launching real-world applications. Instead of starting something new, they were simply leveraging their existing skills and experience to replicate the success they'd previously achieved."

"Moreover, Justin and his team were easy to work with," continues Erik. "Right from the very first meeting, our relationship was based on respect. Sure, they recommended certain things which we decided against because of internal reasons or time pressures, but they never forced the issue. They offered their opinions, but were not overly opinionated."

ShakaCode's competitive pricing, transparent billing, and flexible resource allocation—with monthly budgeting and allocated developer resources—gave Erik confidence that he'd made the right choice. Erik hired ShakaCode for the complete, end-to-end implementation, including taking over and updating the designs provided by the original branding and design team.

Was Erik's decision to the right one?

## **Project: Delivering on time and to budget**

“Choosing ShakaCode as our development partner was definitely the right decision,” enthuses Erik. “We needed a partner that would quickly integrate with our internal team, share responsibilities, and be agile and adaptable. That’s exactly how it worked out. Whether it was software development practices, project structure, packaging, testing, deploying, or reviewing, ShakaCode was professional, easy going, and flexible.”

Printivity also had a hard launch date for the new branding, so the website had to be ready on time.

“We had a very, very aggressive timeline and budget for the project,” states Erik. “Our goal was to have the new site built from the ground up within a 3-month time limit and with constrained budget outflow. In retrospect, the timelines were crazy.”

---

*“When a significant hiccup arose during the development process—preventing the ability to place orders on the website—ShakaCode was quick to add extra engineers to resolve the issue before launch.”*

**Erik Krueger**, CTO of Printivity

---

## **Flexibility to drive continuous development**

Printivity’s internal staff worked with ShakaCode’s developers to leverage ShakaCode’s libraries and processes to quickly set up the framework required for development, testing, and deployment. As specifications and budget were made available, component development began with limited resources and then ramped up to full-time.

Everything had to go exactly as scheduled to hit the launch date.

“The development process went precisely as planned,” says a relieved Erik. “As the main point of contact, ShakaCode’s project manager was flexible while firm. He never overpromised, carefully explaining the time and cost implications of any decision we made. Nothing was left to chance. Risks were quickly mitigated, and scope reduced if required.”

However, it wasn’t just one person that made it all happen.



### Simplification to ensure on-time delivery

“The primary engineer that ShakaCode provided was knowledgeable, thorough, fast, and available,” adds Erik. “He documented everything that was done in detail, proactively communicated with our team, and continually shared knowledge about what he was doing and why. This added value has enabled us to quickly ramp up our development knowledge of React and the new front-end frameworks.”

“Moreover, the ShakaCode team brought out-of-the-box thinking that addressed concerns, met our requirements, and identified operational constraints,” continues Erik. “Not only did they help us integrate technologies, but also helped us simplify the solution, probably saving us a month or two of complexity while still meeting our requirements.”

“I probably sound like a stuck record,” chuckles Erik, “but I can’t speak highly enough of ShakaCode and their responsiveness to our requirements, requests, and questions. At no time during the process did I feel they were trying to sell me a service, feature, or library that was not directly related to our requirement, or that would not provide additional value. They quickly adjusted to working within our unique deployment environment, while we benefited immensely from the continuous development and other best practices they brought to the table.”

The result?

### Results: A modern platform for fast-tracking growth

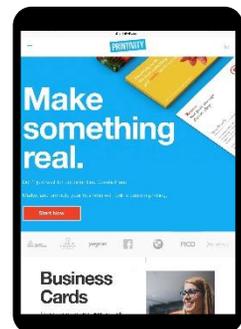
For Erik and the Printivity team, the project was a complete success.

“We were able to do a soft launch of our site on March 1<sup>st</sup>,” states Erik, “and have the site ready for a full launch just four weeks later, including all the major functionality needed to register accounts, login, view our current product line, add to a cart, and place and track orders. Moreover, for the first time, customers can now browse and purchase using their mobile devices with a consistent experience across different browsers!”

How do customers feel about the new website?



printivity.com now has a user friendly UI across all mobile devices



## Rapid customer adoption and record sales

“Within just one month, we’ve seen adoption rates of over 75% as customers move from the old site to the new,” explains Erik enthusiastically. “With record sales and usage, our internal customer campaigns are also receiving higher than expected returns. The initial feedback from both clients and staff have been extremely positive, with cleaner product and cart pages, streamlined navigation, and a simpler purchasing process making a significant difference to our customers.”

Here are some comments from Printivity’s customers:

- “Great website and customer service. Made ordering very easy and the template was helpful too. I’m thrilled to see the visible result of the file I spent so long working on.”
- “The website is easy to use. I could quickly double check the print job. Fast shipment to my home.”
- “I’m a graphic designer. I can tell that much work went into creating the website. I’m very impressed.”
- “Website is appealing to the eyes!”

However, it’s not just the customers that are raving!

## Faster time-to-market and significant costs savings

“Our frontend code has always been difficult to maintain,” says Erik, “and especially with a limited development staff that is responsible for all our corporate software development, not just our website. However, all of that has changed. With its taxonomy-based navigation and product structure, the new site is a perfect match to our custom pricing services. We’ve reduced the time needed to bring new products to market—from a technical perspective—from weeks or months to just a few days, with cost savings of up to 90%.”

The success of the project, however, is not limited to the present.

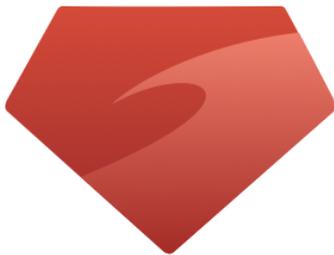
“When we started the project, we were looking for a solution that would allow us to manage our code base more easily, deploy changes, and allow testing of changes with minimal impact on our development team,” states Erik. “Now we can develop, test, and review continuously before deployment, and launch new products far quicker than before. ShakaCode far exceeded our expectations, providing us with a platform on which we can grow our business into the foreseeable future.”

---

*“We’ve reduced the time needed to bring new products to market—from a technical perspective—from weeks or months to just a few days, with cost savings of up to 90%. ShakaCode far exceeded our expectations, providing us with a platform on which we can grow our business.”*

**Erik Krueger**, CTO of Printivity

Would you like to transform both the customer experience and your business and with a new website?



**ShakaCode**  
**makes it happen!**

Email us at [contact@shakacode.com](mailto:contact@shakacode.com)  
for a free consultation.