infigo

CASE STUDIES

See how our clients boosted profits
using our web-to-print solution

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Web-to-print is no longer vital for the future of your business... it's vital for now

The way we buy has been changing for years. Even before our world was turned upside down by the global pandemic, e-commerce was steadily becoming our go-to shopping channel. Whether we are looking to buy a personalised gift for a loved one, or find the most cost effective way of buying printed marketing materials, the internet is where we turn.

Which means if a customer can't buy from you with a few mouse clicks and keyboard strokes, they are more likely than ever to find a competitor where they can.

Recent events has greatly accelerated this process. However many printers are still reluctant to invest in web-to-print.

Web-to-print technology enables you to:

- Create unique, customisable online storefronts that are optimised for search engines, so customers that are searching for your service or product can find you before they find your competitors.

- Give customers the option to personalise products themselves, with a 3D preview, rather than spending hours exchanging emails over miniscule design changes. This also reduces overheads in design & studio costs.

- Take payments and automate significant parts of the workflow, so human intervention is minimised, drastically reducing the cost of print jobs – whether they are one-offs or extended runs.

- Keep customers updated at the progress of their order with automated notifications – from order placed to the job arriving on the press to being shipped by a courier.

- Give you a 360° view of the efficiency and profitability of your printing operation, even when working remotely, so you can easily identify processes that can be improved.

- Offer design templates that can be easily and quickly personalised. You can either allow customers to fully edit the artwork or lock-in elements, which can be a great way to keep brand consistency.

We work in partnership

With our customers

Seeing our customers succeed is what drives us. There's nothing more frustrating than investing in a new system, to fall short of the profits and savings you were promised.

Which is why we work in partnership with clients, providing full training as well as on-going support to ensure you reap the full benefits of web-to-print. We don't just want to see you flourish in the coming months, but in the coming decades. Which is why we're always listening to our customers and constantly improving our software, so you can stay one step ahead of the latest printing and digital trends.

But we are not the only ones saying that, our client Simpson Group shares "We were left in the lurch really, because our former vendor let us down. We had to move our products to Infigo within a month, so we were really under pressure. However, with the training provided we were able to get the site up within that timeframe."

For more information on any of our partners and benefits of the integration, please contact our sales team at **sales@infigo.net**

With industry-leading providers

A common complaint about legacy web-to-print systems is that they can become quickly outdated and no longer keep up with other software. When you invest in web-to-print, you want to be certain that it integrates seamlessly with your other systems.

We work with all the leading names in print and e-commerce to ensure that your workflow is working at optimal efficiency while reducing production costs. With dedicated integrations, you can connect to other systems at the click of a mouse, creating the ultimate user experience for both your customers and your printing team.

Commercial printing, B2B sector

With web-to-print, you can provide a one-stop digital print shop to selected corporate clients via gated B2B portals. This not only helps you strengthen relationships with your most profitable customers but also secure recurring sales over the long-term.

CASE STUDY

ARNOLD

With more than a 100 years of printing experience behind them Arnold has consistently been at the forefront of printing innovation.

While Earl Arnold Sr, who founded Arnold Printing in 1910, could not have predicted the limitless potential of web-to-print technology, his grandsons Earl "Duff" Arnold III and Tim Arnold, who now run the company, have grabbed it with both hands – taking the organisation from strength to strength.

As early investors in digital print technology, Arnold Printing has gained an enviable reputation as a go-to resource for clients seeking quality printing with faster turnarounds, variable choices and affordability.

So as a printing stalwart in the US that has seen technologies and providers come and go, what is it about Infigo that Arnold believes sets us apart from our competitors?

Tim Arnold says: "It's very flexible. The flexibility of using the software to build the templates, with dynamic properties - our customers are really responding well to that. More importantly than that, I believe is the customer service and attention that we get from Infigo – which we haven't had from other providers."

The fact that Infigo is, in Tim's words, "constantly pushing the envelope" with software updates and improvements also puts Infigo ahead of other web-to-print vendors.

As a result Arnold is constantly improving efficiency and with customer orders.

Tim says: "Moving forward, all our new stores will be integrated from ground zero, which is exciting. So we're not touching orders as much which streamlines the process and is getting us to what I would consider the true online ordering process - where we have very little touch from any human being. It comes in, we know what we're doing – it's already in the hot folder and the operators are waiting for a job ticket, that's pre filled out by the integration and we're off and running."

> **The customer service and attention that we get from Infigo – which we haven't had from other providers."**

Also working with

Precision Proco Group

ppd

PARAGON Customer Communications

TP | think patented.

F.E.BURMAN

Commercial printing, B2C sector

The rise of e-commerce is undeniable - which is why making it simple for customers to order from you online is so important. With web-to-print, you can create fully branded websites and allow customers to select from a wide range of products, finalise their own design, view in 3D, place and pay for their order in minutes.

CASE STUDY   FUNERAL PRINTS

At Infigo, we provide web-to-print to a diverse range of businesses. One of these is Funeral Prints. Funeral Print's parent company has been providing printed funeral materials since the 1970s. However, it wasn't until a personal bereavement in 2014 that the directors realised how protracted the design and ordering process was. After all, the last thing families want is endless conversations, arranging memorial posters or orders of service. They wanted a system that would enable families to design and order materials within minutes and have them delivered the following day.

Tony Willis, Vice President of Operations of Funeral Prints says the online portal created through Infigo means customers can design funeral programs, prayer cards, and photo books in less than 10 minutes.

He says: "Infigo platform has enabled us to categorise our products properly for more efficient marketing campaigns with Google."

Tony says that conversion rates have increased by 10% since switching platforms. The fact that Infigo integrates with platforms such as Easy-Post, Enfocus Pitstop and Trustpilot greatly improves efficiency and gives customers greater choice.

> **Our old site was limited in its capabilities for design and not suitable for online marketing. With Infigo, the functionality and options allows our clients a wider spectrum of design choices."**

Also working with   Hatch   PINETOWN PRINTERS   Vanilla Reindeer   DUGGAL   PERSONALISED LUGGAGE

Label industry

Label printing has experienced dramatic growth in recent years. Fuelled by increasing demand for luxury goods in emerging markets, a rising appetite for customised products (with customers prepared to pay 3x more for personalised products compared to off -the-self items) and a rise in smaller e-commerce and artisanal businesses, there is a huge opportunity for printers to tap into this highly lucrative market with web-to-print software.

CASE STUDY

GROG TAG

GrogTag has capitalised on the craft beer and homebrewing boom, enabling the growing army of homebrewers, microbreweries as well as micro wineries and vineyards to create their own labels. Users simply log on to GrogTag.com, choose a design that they like and personalise it with their own text and images. The designs are printed on water resistant, repositionable vinyl and shipped – all within hours of receiving the order.

Dave Blois, Front End Developer of GrogTag, says that the decision to switch to Infigo's web-to-print platform in 2016 was a no-brainer.

"We used to have several components working together, which was so hard to maintain, so we decided to make a change. We were looking for a whole platform, something that worked not just as a web-to-print editor, but also worked as a CMS (Content Management System), a solid admin site and an e-commerce solution. Infigo had just what we were looking for", he explains. The platform is easy to use and has helped the company achieve significant growth, according to Dave.

"It's pretty easy to use and has improved efficiency. Just having systems communicating with each other has removed a lot of manual work", he says.

As well as streamlining the production process, Dave shares that customers have fully embraced the platform.

"For years, our customers wanted the ability to add a single additional line of text to one of their designs, or to add just one more photo. Unfortunately, our old platform was pretty rigid and didn't allow for our users to improvise. Infigo gave our customers that little extra bit of freedom that they were missing", he says.

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We can set up and maintain storefront more quickly and efficiently."

Also working with

ILS

marzek etiketten+packaging

NATURAL STATE LABEL CO.

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Gifting industry

Did you know customers are willing to pay up to 20% more for personalised products? With a fully integrated web-to-print solution, you can offer a wide range of products online, automate entire workflows and take a slice of the £30bn ($38bn) global personalised gifts' market.

CASE STUDY

PERSONALISEDLUGGAGE

Founded in 2014, Personalised Luggage is the UK's first and only manufacturer and distributor of fully personalised suitcases – and has definitely proven the diversity and flexibility of our web-to-print platform.

Initially targeting the corporate gifts sector, Personalised Luggage, soon realised there was wider demand from retail and dropshipping customers. The fact that Infigo's web-to-print software can produce one-off designs, on practically any surface, at a similar cost to larger runs meant they could target individual customers as well as provide white label services for e-commerce partners.

As well as enabling the business to grow substantially, Infigo's platform has improved efficiency across the operation.

Stephen Isaacs, Managing Director of Personalised Luggage, says: "It's just made the production process a lot more seamless."

The various integrations that are possible with Infigo's partners (from MIS providers to shipping couriers) have been invaluable, according to Stephen, creating a cohesive workflow from order to dispatch.

"One of the best things about it is the functionality; the plugins, the way it can integrate between all the different platforms." For example, while Personalised Luggage's print and production factory is based in Leeds (England), integrations with shipping providers gives the company a global supply network.

"We can distribute our products all over the world and use a range of delivery partners dependent on location to offer the quickest possible turnaround", Stephen says. This is one of the many reasons Stephen urges others in the print industry to invest in web-to-print technology. "You've just got to do it. It's a fast-growing industry. I know we've got the right components. It's just how you put it all together, which Infigo's web-to-print does."

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> **One of the best things about it is the functionality; the plugins, the way it can integrate between all the different platforms."**

Also working with

MY TOP TRUMPS.COM

sensitive matters

MEMORY BOOKS

print my smile

infigo

Gifting industry

It's commonly known that customers are willing to pay more for personalised products. In the UK, for example, shoppers are prepared to spend an additional 7% on gifts that have an element of personalisation. With our fully integrated web-to-print solution, besides easily creating branded websites to offer a wide range of products online, you can automate entire workflows. Don't miss this incredible opportunity for growth.

CASE STUDY

print my smile

As well as providing innovative solutions to well-established printers, Infigo also helps innovative start-ups launch to market. Four years ago, Infigo helped Print My Smile, a personalised gifting brand, make the leap from inspired idea to a fully-formed business.

Suzanne Rouart, founding partner of Print My Smile, says: "Putting a name and photo on a piece of print is nothing new, and the choice of personalised gifts available is vast. 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 decision we made when choosing our solution, which Infigo delivers in spades."

Suzanne says that Infigo's MIS integration with HP's Site Flow has been invaluable in automating significant aspects of the production process.

She says: "The integration enables orders and artwork to be sent directly to our printing partner without any human interaction. It is a two-way integration that also enables automated shipping confirmation with the customer. This makes it a very efficient operation that requires very little staff input, apart from the usual customer service and business management."

> **The Infigo solution has enabled us, as a small business, to look like a professional operation that delivers an engaging customer experience."**

Also working with

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sensitive matters

MEMORY BOOKS

PERSONALISED LUGGAGE

Large format printing

Large format printers are also seeing a significant increase in the number of jobs handled every day, while individual job runs are becoming shorter. Which is why web-to-print helps those in the large format sector reduce costs and improve efficiency.

CASE STUDY

simpson group

Simpson Group has been providing award winning point of sale print for the biggest names in retail for almost 50 years. Since its inception in 1972, the company has constantly invested in innovative technology, to provide cutting edge services for its clients. Leading them to Infigo.

As early adopters of web-to-print technology, Simpson Group found that they had outgrown their previous web-to-print platform, which didn't offer the flexibility their clients demanded. Andy Cook, for Simpson group, said: "We found that a lot of our customers were wanting more than the platform could provide. Infigo just blasted them out of the water with what we could do and what we could give our customers."

As well as the flexibility of Infigo's web-to-print software, Andy said the support and training provided was invaluable – particularly as they needed to get the system up and running in a very tight time frame.

"We were left in the lurch really, because our former vendor let us down. We had to move our products to Infigo within a month, so we were really under pressure. However, with the training provided we were able to get the site up within that timeframe" With a background in design, Andy says that even with limited web-development knowledge, he is able to meet the needs demanded by Simpson's clients.

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Infigo's software was a lot easier to use and a lot easier to handle than other web-to-print vendors."

Also working with

Hatch

PERSONALISED LUGGAGE

Packaging industry

The packaging industry has experienced significant growth in recent years. According to market data specialist Smithers, the sector increased globally by 6.8% between 2013 to 2018 - and this trend has no signs of slowing down. Web-to-print software enables customers to order their packaging online, providing the same level of service as Amazon and, rather than solely offer large print runs, you can fulfill small print runs or even unique, bespoke one-off jobs at a profit.

CASE STUDY

THE PACKAGING LAB
Custom Packaging ■ Made Simple

A perfect example of a company that has thrived in the packaging industry, despite the challenges of 2020, is our client The Packaging Lab. The founders, Dan Niblo and Jeff Searson, noticed there was an untapped business niche - providing 24-hour turnaround, limited run packaging for SMEs and microbusinesses, at an affordable cost.

Despite many traditional printers telling the Brooklyn duo that it was impossible to tick all these boxes and remain profitable, they were convinced a sustainable business model was achievable -through cutting edge web-to-print software and hardware.

By using Infigo as their ordering system, combined with HP SiteFlow, HP Indigo Digital printing technology and an integrated Karlville finishing line, the company has significantly reduced both the manufacturing costs and production time normally associated with packaging.

As a result the company has gone from strength to the strength in an incredibly short space of time.

Speaking to labelandnarrowweb.com, which recently featured Packaging Lab as a "company to watch", Niblo said: "We got our first order in October (2019), our second was in November. We gained three new customers in December. And in January, things took off."

Key to The Packaging Lab's success has been the intuitive nature of the customer facing storefront provided by Infigo. Customers with no or low previous packaging or design experience find online ordering a slick and simple process.

With the flexibility of Infigo's web-to-print platform, The Packaging Lab are now providing support to traditional printers who aren't able to compete with their speedy turnaround.

Niblo told labelandnarrowweb.com: "We weren't expecting that part of the business to take off the way it has. In our former jobs, we were so reliant on our supply chain and manufacturers. Our reputations rode on the success and abilities of others. It is refreshing to be the ones supporting others and keeping our promises."

> **We are doing things that have never been done before in web-to-print"**

Also working with

Vanilla Reindeer

marzek etiketten+packaging

lexir partnership

Commercial printing, B2B sector

Winning corporate clients is the holy grail for any print business. By providing a centralised ordering hub for multi-site organisations through web-to-print, you'll have a constant stream of work and revenue.

CASE STUDY

TP | think patented.

Formed in 1979, Think Patented is renowned for providing clients with cutting edge integrated print and marketing services. Maintaining this reputation requires Think Patented to only partner with providers that can deliver a simple user experience, without compromising functionality and flexibility.

Which is what led them to Infigo. Sean Ferguson, technology and development manager at Think Patented, says the flexibility we offer means Think Patented can truly meet its clients' expectations.

He says: "With previous platforms, we had to really stay in the box and we had to sell that box! You could only offer a certain look and type of storefront and that was it."

Since partnering with Infigo, Sean says that Think Patented has been able to cross sell existing clients with larger, more complex storefronts. "We've also been able to gain new clients with custom integrations, like a PunchOut Catalog as well as Single Sign-on (SSO)", he says.

The ability to anticipate future client demands was also a defining factor in investing in Infigo's software.

Sean says: "Over the years, we quickly outgrew a lot of our platforms, so you need to think ahead and get a platform that not only serves your current clients need but your clients' needs five to ten years from now.

"Infigo focus more on the end user, where I feel like other vendors focus on the production side first and then build a web interface. "The ability to create completely unique custom storefronts is huge for us. Beyond that, it would be front end, ease of use and being able to white label everything. Every time we do a client demo, inevitably they just say 'Wow, it looks super clean and easy to use'.

"What our clients are demanding nowadays, they want an all-encompassing experience. They don't want to just order business cards. They want their stationery. They want to design templates online. They want to get digital downloads. They want to have all these custom integrations. And I think what Infigo has developed is honestly years ahead of anything else I've come across."

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The ability to create completely unique custom storefronts is huge for us"

Also working with

Precision Proco Group

ppd

PARAGON Customer Communications

ARNOLD

F.E.BURMAN