

**WEB-TO-PRINT**

# MAKING IT HAPPEN

**One of the major challenges to business today is the need to drive down costs. Sometimes, this can be achieved by a reduction of human resource. At other times, it means the marketing budget just won't stretch as far! But what if you could find a way of saving money and instead of losing staff, you provide your existing people with the time to focus on their core responsibilities?**

**How do you reduce waste, guaranteeing that every piece of marketing collateral you produce can be accounted for and at the same time ensure that you never run out of stock?**

**How much difference would it make if every member of your sales team could order stock at the touch of a button? Simultaneous access at any time of the day, every day.**

Would you like a system that provides usage reports monthly, weekly or even daily? Every product made available online, as soon as it's printed and placed into stock.

Wouldn't that mean your sales people could focus on sales? Wouldn't it make it easier for your procurement team to monitor usage and spend?

**Wouldn't it be more efficient?**

The Maincolour web-to-print solution can provide all of this and more.

Using our secure web-portal you can maintain your brand identity and ensure your marketing collateral is where you want it, when you want it, every time.

- We work with a highly respected software partner (ROI)
- We can provide client case studies to help illustrate the features and benefits of the system
- We will develop your online site from beginning to end (including mapping out a full implementation programme)



## The Maincolour Web-to-Print Solution

- **Fully branded log-in page for users** including secure log-in & password
- **Simultaneous access for multiple users**
- **Site design to reflect your corporate image**
- **Online catalogue developed in full consultation with you**
- **'Live' stock levels at all times**
- **Visible pricing** (if required)
- **Comprehensive reporting mechanisms** usage, spend, location etc
- **Authorisation protocols** for centralised purchasing approval
- **Order consolidation** ensuring maximisation of every online visit
- **User-friendly system** including online user guide if required



### Product versioning



**Our solution does not just cover static products. We can also provide templates for items with variable content. The input fields can be determined by the users log-in or left open for manual entry.**

It doesn't have to be business cards – this can also apply to letterheads and more. Essentially, any product that requires versioning can be included as an online product.

The user has an opportunity to view an online PDF before placing an order, this drastically reduces set-up costs.



It will also dramatically improve production times across the board.

Our Web-to-Print solution has the capacity to develop as your business grows.

We can help you with more complex requirements:

- Variable data & cross-media functionality
- Digital asset management
- Language versioning and much more

Why not give us a call and see how we can help:  
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**LITHO**  
**DIGITAL**  
**WEB-TO-PRINT**  
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