



printQ

**A REVOLUTION
IN WEB TO PRINT**

The idea behind printQ

Web to print made as easy as possible, based on the latest technologies – this sums up the idea behind our eCommerce solution for print shops.

There are three main aspects we focused on when we developed our product:

1. The user can easily and intuitively use the software (usability).
2. It is modern and attractive in its appearance (responsive design).
3. It allows printing companies to fully automate their processes (workflow).

Award-Winning Cooperations

Our software is definitely worth a look! Our award-winning 3D Packaging Design Extension for example has not only recently received the EDP Award for “Best Special Application Software”, but also the InterTech™ Technology Award 2018. Just some of the reasons why we can proudly call ourselves Silver technology partner of the “Meet Magento Association” since August 2018.



(R)Evolution in web to print

printQ takes eCommerce print solutions, web to print and online print shops to a whole new level. More than that, it heralds the beginning of a new era in the print industry.

- printQ is based on the world's leading eCommerce system, Magento, with an open and flexible architecture, and its thousands of extensions make it easily extendable, simple to sophisticated.
- Product specifications are automatically detected by the preflight check, and they are fully automated all the way into production.
- Different print data editors provide the best possible usability for any scenario, including live-preview for a realistic 3D-preview of your final personalized print products.

- CloudLab offers non-stop project development: Engineering, layout implementation, implementation of desired features, changes in workflow, as well as project management.

The result of all these ingredients is one of the most flexible standard software solutions currently available for the online print industry. Both our software and our project development can be adjusted to match any requirement, any budget and any company size.



The software architecture

Let's see what's under the hood, so to speak. For the design and implementation of our projects we at CloudLab rely exclusively on methods and models of modern software development.

Our framework – the open source shop system Magento – is the world's leading commerce system, with currently more than 200.000 installations. Magento guarantees highest stability and performance, while at the same time the system remains completely adjustable and extensible. The program core of Magento is based on the scripting language PHP. Some of the major advantages of PHP are its clear programming and structure and the easy maintenance.

printQ is a modular cloud software with a program core, which is clearly separated from the functionalities. Thus it is always possible to extend the functionality by integrating new modules.



This “mass customization print architecture” (MCPA) of printQ and Magento as well as PHP offers maximum flexibility and scalability to suit the complex and diverse needs of our customers.

A printQ-licence provides access to an individual Magento online shop for our customers, including printQ-software and an option for any desired number of stores (for example open online print shops, closed marketing management portals, eProcurement-solutions), on our secure cloud server in Germany. Ready to go, without tedious configuration.

These are the features that make printQ stand out

Web to print eCommerce system

printQ processes all open and closed shop orders and displays them clearly in the order book. Thanks to numerous filtering options you will always maintain your overview. This enables you to sort all orders by store, status, date of production or shipping or various other criteria.

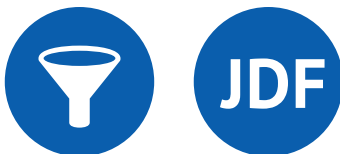
printQ is able to send all necessary information fully automated to, for example, your accounting software, your workflow system or straight to production. In a nutshell: printQ allows you to finally automate your web to print workflow end to end!



Web to print production workflow

Print data, job folders and dispatch notes are created and integrated in the production workflow after every order. If desired, printQ can also issue standard compliant JDF-files for every printing order.

Additionally, print data, job folders and delivery notes can be placed on to your servers automatically via FTP. This way, processes can be reasonably automated and production costs can be optimized. You maintain your overview over your production at all times and can intervene if, for example, a customer has sent invalid files. CloudLab will gladly support you in further automation.





Web to print meets custom packaging

Our new 3D Packaging Design allows your customers to build and design their packaging themselves! In our editor library we offer ECMA packages, which your customers can use as the foundation for their own design adding their own branding elements online. All sorts of graphical content and customizable sizes and shapes for the product are possible. Width, height, depth and potentially substrate thickness are the only values they need. Within milliseconds, the printQ 3D Packaging Design creates the 3D model for the preview, the die-cut and the canvas in the designer. The PDF and CF2 files are automatically created for production, based on user-entered variable dimension values within parameters defined by the print service provider, enabling workflow automation and reducing overhead costs.

Of course all this is HTML5 based and supports responsive web design which renders well on a variety of devices and window or screen sizes, which enables a particularly straightforward design experience.

You already have an eCommerce portal? You can quickly and easily offer your packaging products in your external storefronts by using our 3D Packaging Design via printQ Connector.

The printQ 3D Packaging Design in a nutshell:

- huge cost savings for development and design work possible
- basically anyone has now the ability to design customized packagings which frees up resources
- web to print with online design functions and pre-approved artwork for immediate print production process
- streamlined workflow process
- contains our own cloud based CAD system

Personalization templates

Creating personalization templates in printQ is now easier than ever. In addition to the usual technologies PDFlib (form-editor, OTP-editor, PDF/VT-editor) and illustrator (designer), now also InDesign is available as a basis. Hence you can create your personalization products in the DTP software you are familiar with and rely on an automated process to make them printQ compatible.



Variable data print

With printQ, personalization of a product is done in a few clicks, even for a large number of data sets. Several data sets can be saved right in the editor or submitted via Excel or CSV upload. You can use variable image data in order to add different logos or other image material to your print product. Additionally, variable data with fixed contents can be linked in our powerful On the product editor.

PDF/VT standard is supported throughout the process. This means you can now automate your mailings with printQ as well and offer your customers yet another convenient service.



OTP-editor (On the product)

In printQ customers are able to edit their print files with a modern HTML5-editor. For precise design (pixel accurate positioning, rotating, tilting, cropping, etc.), labeling and sharing of your print data you have access to functional cross platform tools. Of course this includes layers for complex print products like labels, displays or packaging. Thanks to real-time preview you work directly on your print product. This is as much control as you can possibly get. As an admin you are able to decide exactly which formatting and capabilities you want to enable for your customers.

After completion of the design printQ generates a PDF file that is 100% ready to print, along with all the necessary information like, for example, crop, media, bleed and trim box, embedded fonts as well as colors according to your needs in CMYK, RGB or spot-colors (HKS, Pantone).

3D- & live preview

printQ makes print products “tangible”. Before placing their order, our customers check the final product using a high-definition on-screen preview, which they can freely rotate and zoom: a roll-up poster, the company nameplate printed on acrylic right on a facade or the outer packaging with the logo and lettering. No more confused pages, no more folding errors, no more upside-down images.

We also offer an optional 3D-preview: The product pre-rendered for a photorealistic presentation or rendered in real time for 3D-views with tracking shot, animation and light effects. Open and closed boxes, rotate beverage cans, see your poster in a pedestrian area. Thanks to this realistic product preview, our customers can increase their conversion rate and reduce complaints and claims, as even customers with little to no print experience can now clearly see what they are about to order. That’s WYSIWYG at its best.





Upload & print products

In order to be able to configure your products more quickly and comfortably, printing specs can be clearly displayed in list format as well as tile format. Our innovative plausibility check is able to automatically take into account dependencies relevant for printing (e.g. no parallel fold in 8-pages flyers). Comprehensive information on articles, such as detail images or information regarding file upload, can be added in the detailed view. Your customers' print data can be uploaded either before, during or after the purchase of your product via drag and drop – it's really a breeze!

Form-editor

Our software provides a modern and easy to use form editor with a high-definition preview, which allows you to personalize your products. Product templates are created in your Adobe applications, just as usual. A background PDF is sufficient as a template, with the input fields and/or image-placeholders you want to personalize. The system will detect the blocks with the fonts, colors, sizes and formatting used, which have been created on the print-PDF. Even multi-page personalization or integration of logics (e.g. special formatting for phone numbers or automatic generation of QR-codes) can be done quickly and comfortably with our form-editor.

The special feature of our “upload before you buy”-function: printQ reliably detects the specifications of the file (format, number of pages, coloring, resolution), checks for accuracy (preflight-check), automatically chooses the appropriate product configuration and calculates the price based on the file specifications.

LFP-editor (Large Format Printing)

Editing of image data in large format printing works effortlessly with our LFP-editor. You define the maximum print size, the system automatically crops the image to the respective size and provides the print data, including a preview. Your customers are in full control, thanks to a reliable quality display, a panel preview and many more configuration options like for example a wide range of formats, paper types or finishings.

Preflight connection

In most cases you have to check manually, whether the selected configuration matches the data uploaded by your customer and whether all requirements like minimum font size, DPI or color spaces are met – after the order has been placed. Linking printQ to a preflight software allows your customers to check their print data online and in real-time. Not only does this mean full control for you, you will also know immediately, whether the generated print data meets your standards or whether an alteration or correction might be needed.





printQ Connector

You can now also use printQ's efficient "what you see is what you get" editor in a stand alone version. This enables integration outside of Magento, and with the printQ editors and the extensive documentation existing websites and shops are easily integrated. Benefit from the flexibility of our editor without having to change your entire system. Simple and well-documented API calls ensure highest flexibility and swift integration.

Approval workflow

If you do not want for every order placed in your shop to go into production immediately, our comprehensive approval workflow allows you to define numerous different rules to have an order confirmed only after it has been approved. In general, a simple approval for every order is just as possible as a rule-based approval decision based on order quantities, values and addresses, products and categories. Using the multi-stage version it's possible to authorize several people or several departments to approve orders.



Interfaces

Thanks to XML/JDF, printQ integrates seamlessly in print production-, workflow- and ERP-systems and supports the installation of tried and tested Magento extensions, thus reducing “additional programming” of interfaces to SAP, accounting programs or other services (newsletter, online-marketing etc.). Want even more? Our pleasure: In special shops you can pick from thousands of “themes”, freely customizable storefront-designs. As Magento is a recognized standard, you will always be able to rely on professional web developer for support. Including on us, for example.

Dynamic, tiered & fixed calculations

With our dynamic price calculation we make it easy for you to determine pre-press, printing and post-press prices. The formulas of our calculations are based on industry standards and constants such as make-ready and run-on prices (per piece or by square area). For you this means: You do not have to tediously learn the ropes of calculations. Instead you will quickly and reliably get correct selling prices.

Our modular system holds even more advantages for you: If, for example, the paper prices change, you won't have to separately update hundreds of product configurations. You just update the respective paper. printQ will then automatically take the changes into account for all your relevant products. In addition to our dynamic price calculation, our customers can optionally create tiered and fixed price lists in printQ or import and export them as CSV-files. Individual price calculations can thus be chosen for all common methods in the printing industry.



Responsive design & search engine optimization

Needless to add that printQ including all its features is mobile-ready, and thanks to its responsiveness fit for the growing “mobile eCommerce”. Of course search engine optimization (SEO) is a part of this as well. Magento, as the base of printQ, already provides a SEO-friendly structure, which you can easily adjust to your needs with printQ. For example, you can prevent indexing of closed and thus customer-exclusive B2B-Shops in printQ.



Payment & logistics

Interfaces for payment and shipping can be installed easily. We will gladly assist you in selecting and setting up useful extensions to your store. printQ by default offers all major shipping and payment methods that are typically used by print shops, without any additional programming or cost. And if you prefer other providers, we are on hand with help and advice.

References

Brands speak for themselves. And, in this case, for us:





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