

CloudLab Customer Conference

Business Area

Application Areas of the printQ Editors

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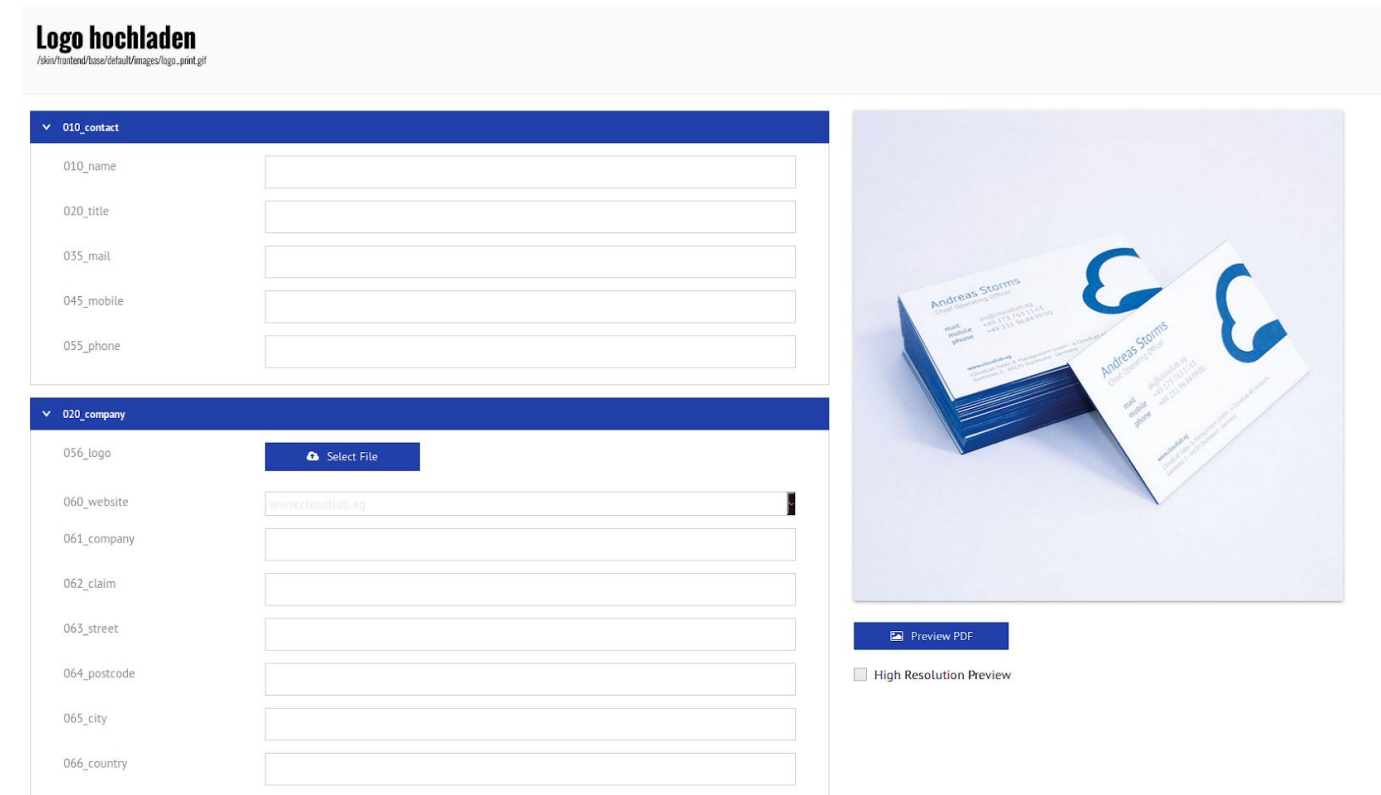
2. Editors

2.1 Form Editor

Due to its clearly structured interface, the Form Editor is very easy to use for the end user. There are no options to change colors, font or font size or similar things in frontend. Only the customer data is entered here (alternatively, this data can also be retrieved automatically from the customer account). But all the more possibilities to achieve the exact desired display of entered text and images can be found in the backend and in the preparation of the personalization template. These include:

- **Formatting rules**
- **HideLineUp and HideLineDown functions**
- **Dependencies between the blocks**
- **Validation rules**
- **And much more**

Hence, the form editor is ideally suited for CI-bound products and for customers who prefer to have some guidance.



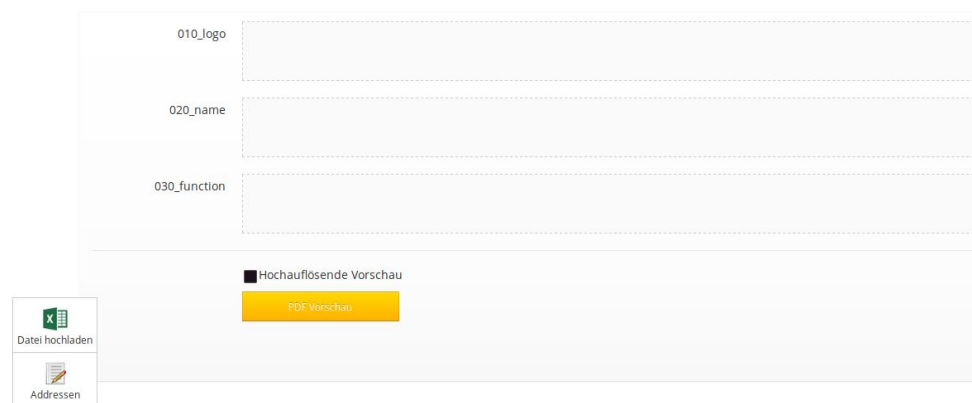
The screenshot shows the 'Logo hochladen' (Upload Logo) form in the CloudLab editor. The form is divided into two main sections: '010_contact' and '020_company'. The '010_contact' section contains fields for '010_name', '020_title', '035_mail', '045_mobile', and '055_phone'. The '020_company' section contains fields for '056_logo' (with a 'Select File' button), '060_website' (pre-filled with 'www.cloudlab.ag'), '061_company', '062_claim', '063_street', '064_postcode', '065_city', and '066_country'. To the right of the form is a preview area showing a stack of business cards for 'Andreas Storms' with the CloudLab logo. Below the preview is a 'Preview PDF' button and a 'High Resolution Preview' checkbox.

2.2 PDF/VT Editor

There are some obvious similarities between the PDF/VT Editor and the Form Editor. Creation of the templates can also be done basically in the same way. The difference is that other than with the Form Editor, no manual entries should be made. The customer should upload his data as Excel sheet or ZIP file (if images are to be uploaded as well). Thus, a large number of pages can be personalized at once. Once a preview has been generated, the customer will be able to display each individual page.

This makes the PDF/VT Editor suitable for e.g.:

- **Name tags**
- **Wedding invitations**
- **Mailings**



The screenshot shows the PDF/VT Editor interface. It features three input fields for data: '010_logo', '020_name', and '030_function'. Below these fields is a yellow button labeled 'PDF-Vorschau'. To the left of the main form, there is a sidebar with two icons: 'Datei hochladen' (upload file) and 'Adressen' (addresses).

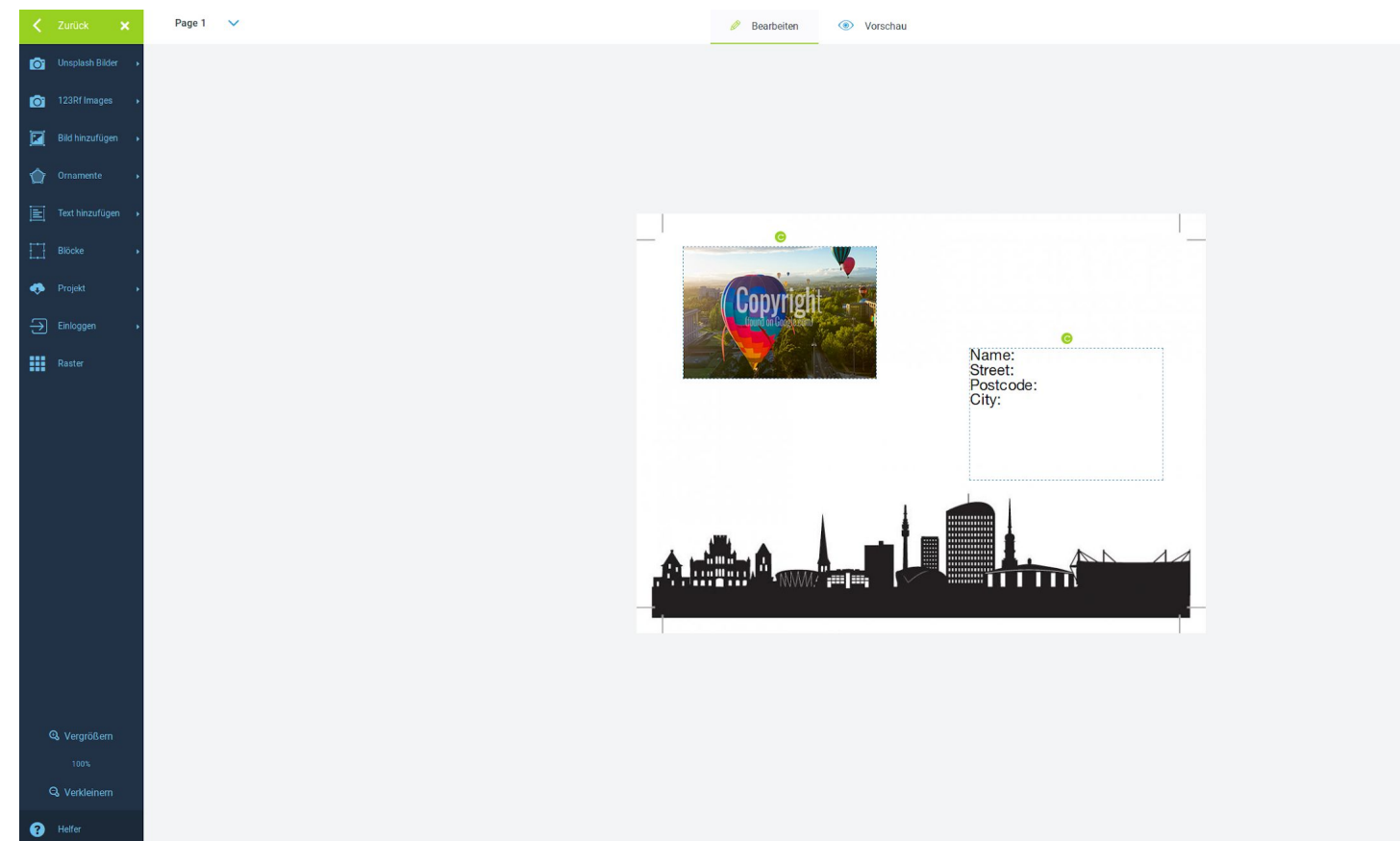


2.3 OTP Editor

The OTP Editor is especially suitable for all products which the customer should be able to design as freely as possible. But also here you can, down to the last detail, adjust in backend what the customer may or may not do or change. Thus, the possibilities range from a white (or other color), empty work surface, which the customer can fill from scratch, to for example a greeting card with pre-defined spaces for images and text. The customer is free to try just about everything. Here the customer has the possibility to:

- **Configure font/font size, etc.**
- **Choose colors himself**
- **Add blocks**
- **Move or rotate or otherwise configure blocks,**
- **And much more**

This makes the OTP Editor especially useful for greeting cards, mugs, t-shirts and brochures.

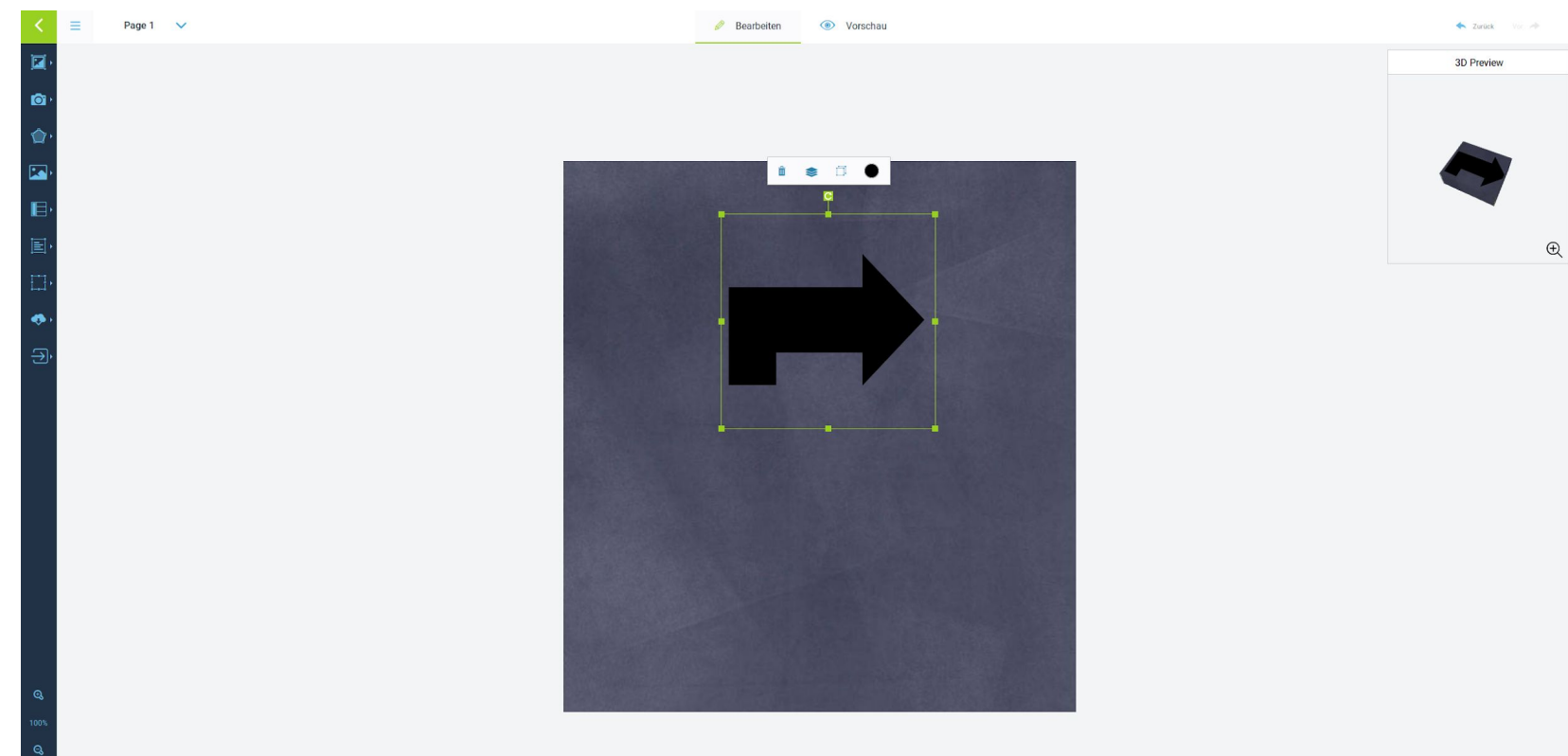


2.4 Designer

The Designer differs from the OTP Editor, PDF/VT and Form Editor in a fundamental way: while the editors introduced so far work with PDFlib templates, the Designer is based on SVGs.. Since Version 3 the Designer also supports PDFs containing PDFlib blocks. Hence, the configuration is different but still similar to the OTP Editor. Due to its different basis, however, the designer has the special property of being able to display a 3D model during the actual design process.

This allows the customer to immediately see where something is currently placed on the product.
This can be especially useful for:

- Any kind of packaging
- Mugs/cups
- And everything else that has multiple layers

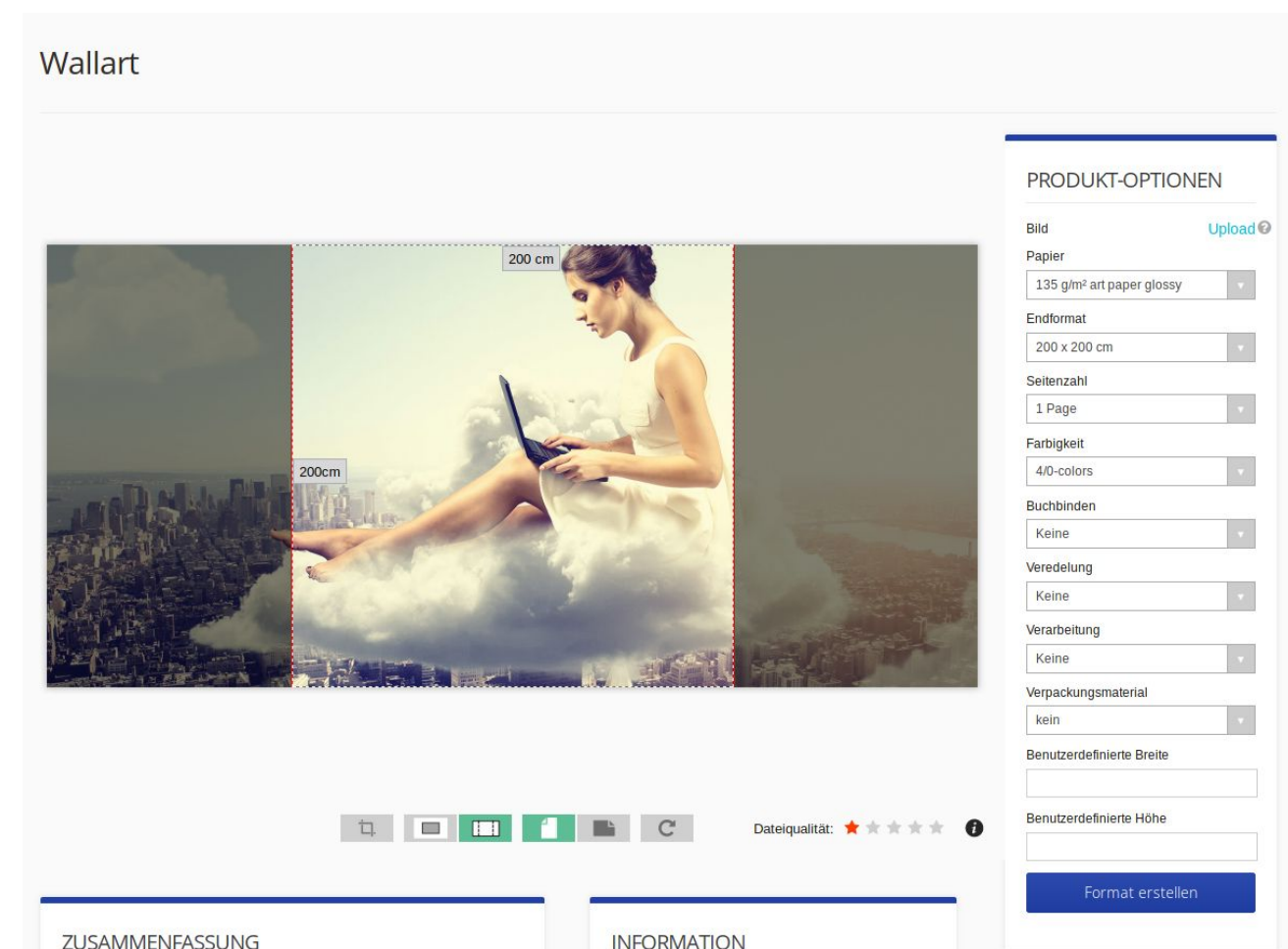


2.5 Wall Art Editor

The Wall Art Editor addresses the needs of large format printing. You can upload an image here or work with predefined motives. These can be cut and rotated and custom formats can be defined.

This editor is best used for:

- **Posters**
- **Signboards**
- **And other large-format products**



2.6 Packaging Editor

While the Designer already provides the opportunity to display a 3D model during the design process, the Packaging Editor was specifically developed for the packaging industry.

Here, a box can be generated dynamically, with individually assigned measurements. A suitable cutting form is generated automatically and finally a print PDF can be uploaded (for which a matching template is also generated at the same time) or the user can switch to the editor and design the box there himself.

Features:

- Box can be generated dynamically, a 3D model at the same time displays the current box
- A cutting form and a PDF template are offered to the customer for download
- Personalization via PDF upload or editor

PRODUKT-OPTIONEN

Teilprodukte

Packing

Papier

135 g/m² art paper mat

Länge (mm)

90

Breite (mm)

67

Tiefe (mm)

90

Vorschau

WEITERE

Optionen

☒ Keine

File type

PDF file

Production time

Standard

Proof

No proof

<

Backward

Forward

>

2D

3D

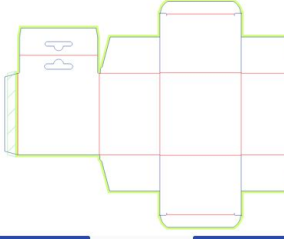
Upload

Personalisieren

MENGE

Auflage	Preis (ohne MwSt.)
1 Stk.	0.01 €
10 Stk.	0.06 €
15 Stk.	0.09 €
50 Stk.	0.30 €
150 Stk.	0.90 €
200 Stk.	1.20 €

PDF DIE-CUT TEMPLATE



Download CF2

PDF herunterladen

Opportunity for questions

Thank you for your attention!