Web to Print eCommerce

Sell your print products & services online



- Mobile-Friendly Design
- Easy Online Ordering
- Flexible Product Layouts
- Back-Office System
- Powerful Price Calculation
- Wordpress CMS
- W2P Template gallery
- Training & Support

flex4 PS
web to print

Print eCommerce

Highly flexible print eCommerce websites to help you generate additional revenues from the online print marketplace

We specialise in designing professional websites for printers that make it easy for your customers to find your business and place orders online. Not only will your online print store look great, it will be easy to navigate, so that your customers can place orders quickly and effortlessly.

With clear upgrade paths, digital marketing and on-going support from Flex4, your OPS Online Print Store represents a long-term investment that will help you grow your print business.

Mobile Friendly Design

Your OPS Online Print Store will be based on a mobile friendly design that will enhance your online visibility

Flexible Product Layouts

Developed specifically for the print sector your Print Store provides support for both print & non print products

Powerful Price Calculation

Pricing based on a combination of a price matrix and the selection from a range of print options

Web to Print Templates

Easily create your own Web to Print template designs or use our ready-made template gallery

Client Artwork Upload

Clients can easily upload artwork files either during or after the initial entry of online orders

Training & Support

Full training and on-going support provided by our friendly UK support team

OPS Packages

The OPS solution can be deployed using a combination of affordable packages with flexible upgrade paths and the option of bespoke development to exactly match your business needs.

OPS-1

These packages provide a feature rich eCommerce solution for printers that will allow you to sell both print and non-print products online.

OPS-2

The OPS-2 package extends the eCommerce capabilities of OPS-1 by including a gallery of web to print templates that can be customised easily online to generate a print-ready PDF.

OPS-3

OPS-3 combines print eCommerce with private storefronts to allow your key account clients the convenience of ordering online using their own branded storefront.

OPS-4

OPS-4 is an enterprise package which includes all of the functionality included in OPS-1 to OPS-3 plus an unlimited number of private client storefronts and all modules.

Upgrade Paths

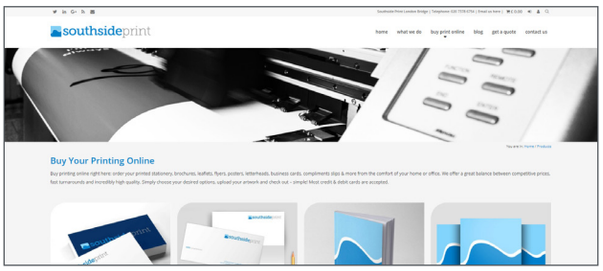
Flexible upgrade paths are available allowing you to tailor the exact configuration to your needs.

	OPS-1	OPS-2	OPS-3	OPS-4
Website				
Mobile Friendly Theme	✓	✓	✓	✓
Content Pages	✓	✓	✓	✓
Enquiry Form & Map	✓	✓	✓	✓
Design Portfolio	Option	✓	✓	✓
Blog & Social Media Integration	Option	Option	Option	✓
eCommerce				
Number of Public Stores	1	1	2	5
Print Product Catalogue	✓	✓	✓	✓
Matrix, Lookup & Large Format Pricing	✓	✓	✓	✓
Shopping Cart & Payment Gateway	✓	✓	✓	✓
Artwork Upload	✓	✓	✓	✓
Customer & Order Database	✓	✓	✓	✓
Order Workflow Management	✓	✓	✓	✓
Customer Price Lists	✓	✓	✓	✓
Management Reporting	✓	✓	✓	✓
Customer Price Lists	✓	✓	✓	✓
Product Lead Times	Option	Option	✓	✓
Back-Office Order Entry	Option	Option	✓	✓
Quotation System	Option	Option	Option	✓
Online Proofing	Option	Option	Option	✓
3rd Party Software Integration	Option	Option	Option	✓
Web to Print				
Number of Private Storefronts	×	×	10	Unlimited
Template Customisation	×	✓	✓	✓
Template Creation	×	✓	✓	✓
OPS Template Gallery	×	✓	✓	✓
IDML Import	×	Option	Option	✓
Print-Ready PDF Generation	×	✓	✓	✓
Marketing & Support				
Online Training	✓	✓	✓	✓
Secure Datacentre Hosting	✓	✓	✓	✓
Helpdesk Support	✓	✓	✓	✓
On-Page Search Engine Optimisation	Option	Option	Option	✓

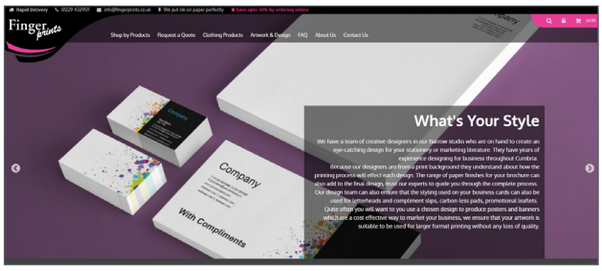
Example OPS Print eCommerce Websites



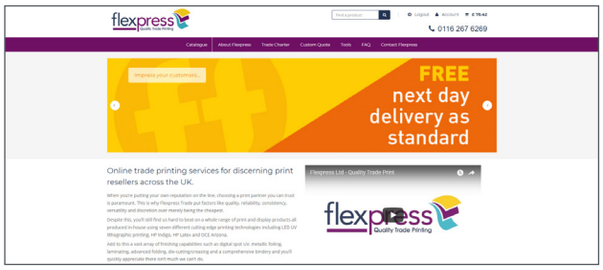
www.instaprint.co.uk



shop.southsideprintse1.london



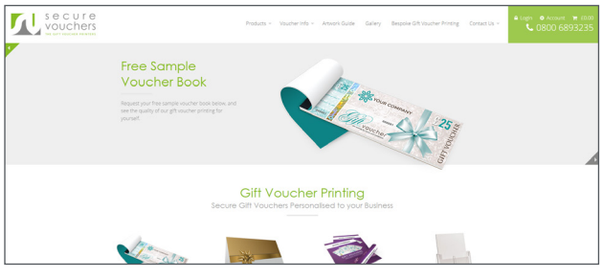
fingerprints.co.uk



www.flexpress.co.uk



www.premierprint.co.uk



www.securevouchers.co.uk

Helping Your Print Business Grow

Flexible Upgrade Paths

OPS has been designed to grow with your business and our packages offer a range of upgrade paths including:

- Product lead times
- Quotation system
- Back-office order entry
- Online proofing

Bespoke Functionality

OPS was developed by Flex4 in the UK and we regularly carry out bespoke development work for our clients.

This can include both new functionality and integration with 3rd party software including MIS systems plus accounting and courier software platforms.

Client Branded Storefronts

Many organisations that procure print now expect the ability to place orders online using their own branded storefront.

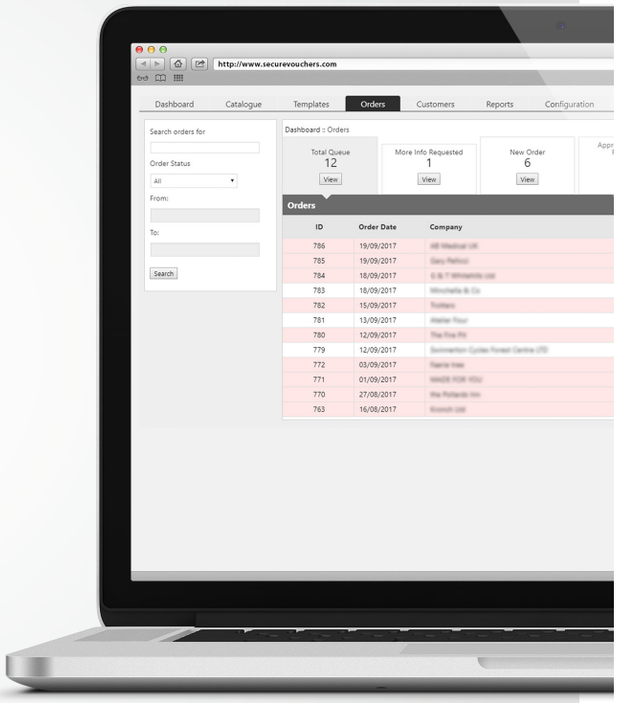
An OPS web to print storefront can be added to a print eCommerce website using the same back-office system. As a result your clients are able to re-use artwork providing significant savings whilst maintaining flexibility.

The Back-Office System

The OPS back-office system combines the highly successful Wordpress CMS with a powerful print specific back-office to provide you with the ability to fully self-manage day-to-day operations.

Easy to use menus allow you to quickly and easily update products and prices or manage new orders.

By integrating OPS with 3rd party software platforms, the OPS back-office can help you to dramatically improve the efficiency of your print administration processes.



Digital Marketing for Printers

Today the starting point for the vast majority of individuals looking for print products or services is to carry out a search in Google. This means it is now vitally important that your Print eCommerce website is highly visible online.

Flex4 has over 10 years' experience in delivering successful digital marketing campaigns in the print sector. Our objective is to help your business to grow and deliver an excellent return on your online investment.

Our range of digital marketing services for printers include:

- Search engine optimisation (SEO)
- Link generation
- Content marketing
- Paid advertising
- Social media marketing
- Analysing and reporting

A typical digital marketing campaign is an on-going process, with monthly reporting and annual reviews to assess results and agree objectives for the next campaign period. This approach ensures that you have full visibility of the work being carried out and the results being achieved on your behalf.



Why Invest?

The online market for print services continues to grow and, increasingly, printers are investing in their online presence to take advantage of this growth.

Our OPS solution range combines the benefits of digital marketing and web to print to provide a flexible and powerful platform to help printers to:



Get Found Online

Your customers are doing their research online and it's vital to ensure they find you ahead of your competitors.



Generate New Business

Introduce the ability to accept print orders 24/7 and boost revenue by providing value added services.



Reduce Operating Costs

Streamline your order management with reduced office administration and increase your profitability.



Improve Customer Service

Improve your responsiveness and communication with instant access to pricing, ordering and easy website updates.



Brand Protection

Protect and reinforce your client's brand through effective use of web to print templates.



Client Retention

Web to print introduces the opportunity to build long term relationships and introduce higher value products.

What customers have told us

"I think it's great that you do undertake custom work as it gives us a wonderful opportunity to try new things and eventually, you'll have one of the best, most unique and most versatile off-the-shelf products out there.

- flexpress

"We have been delighted with the service received from Francis and the whole team at Flex 4...We would highly recommend Flex 4 and are looking forward to working with David, Francis and the team long into the future.

- Floorplanz

Find out more...

Contact us today to arrange a free demonstration and find out how OPS Online Print Store can help boost your business!

020 7952 8160

info@onlineprintsolution.co.uk

www.onlineprintsolution.co.uk