



Case Study: Nextprint

# How Customer's Canvas helped a gift shop reduce order processing time

## The idea: Reduce order processing time

The Hungarian printing company Nextprint launched an online store to sell custom gifts like mugs, pillows, calendars, and other products. After some time, the company began to encounter difficulties with processing orders.

*"Customers started placing more and more orders. My colleagues sent emails about every design change. It was terrible! Sometimes up to five exchanges of correspondence were required for only one order. At the same time, customers expected faster order fulfillment, which is one of our main features today,"* notes Szilard Kun, CEO of Nextprint.

The Nextprint team realized that their company is only viable if the customers can personalize printed products themselves. They started looking for a system to automate order acceptance and reduce processing time.




**Nextprint** is a Budapest-based print service provider specializing in custom calendars, mugs, and other gifts. They are a family business offering digital and sublimation printing.


## The challenge: Replace outdated Flash-based solution

Nextprint was looking for a web-to-print solution to integrate with their OpenCart storefront. They settled on an Adobe Flash-based web-to-print system. However, this system failed during the busy Christmas season, when customers place the most orders. Soon after, most web browsers discontinued support for Flash.

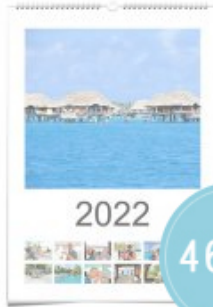
*"We wanted to find a more modern web-to-print system to replace the outdated Flash-based solution," Szilard Kun continues.*




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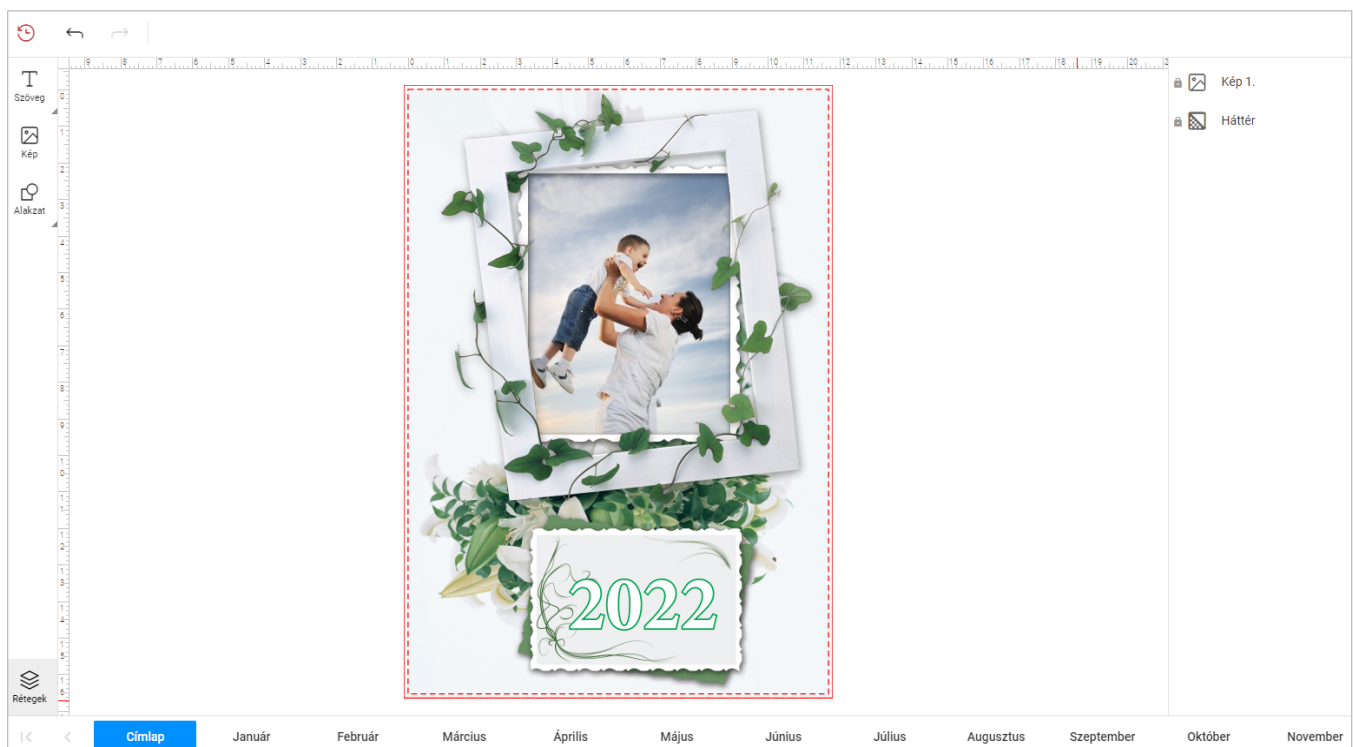
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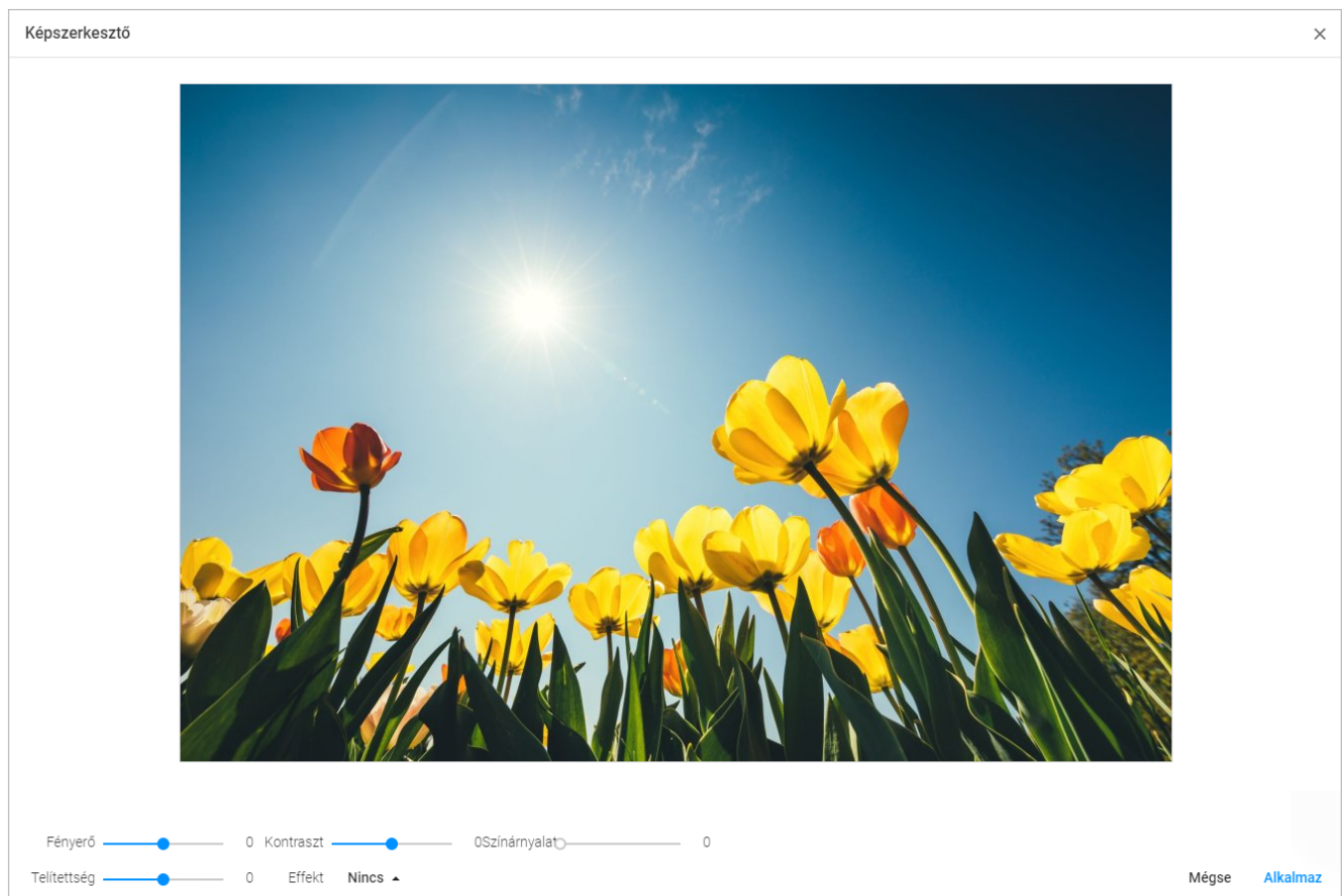
## The solution: A modern HTML5 editor that customers love

The Nextprint team successfully integrated the Customer's Canvas HTML5 editor for processing calendars and other gifts with OpenCart, a PHP-based online store management system.

Szilard Kun reports, *"The web-to-print integration with our OpenCart storefront went much more smoothly than our previous solution. The Customer's Canvas team was there to help us at every stage. We chose the right plan and license for our needs and received great technical support. Our OpenCart developers were also pleased to work with the Customer's Canvas engineers."*



Nextprint and Customer's Canvas coordinated closely to implement a multi-step editor that could receive orders for custom calendars. End-users can select pre-designed templates, upload images, and edit the design if necessary.



*"Customer's Canvas worked successfully during the busy Christmas holidays. We have received a lot of positive feedback. Everyone said that our new web-to-print system is much more modern and convenient than it was in previous years. Our customers love it!"*

\* Since the company serves Hungarian-speaking customers, all the widgets and design editor tools have been localized for their use case.

## The results: Simplified ordering process

The new integration allowed the company to focus on other important tasks and simplified the printing business.

*"Customer's Canvas exceeded our expectations. The integration has reduced order processing time. Setting up simple background processes has also significantly helped our company operate more efficiently. Now our customers are satisfied with the personalization process."*

### Useful links

[Nextprint website](#)[Design editor](#)[Multistep editor](#)[Customer's Canvas Plus](#)[Contact us](#)