Case Study: Hoei Denmark

How Hoei Denmark Enhanced Custom Printing with Customer's Canvas

The Idea: Bringing Personalization to Photo Products

Hoei Denmark A/S, a Danish family-owned company renowned for high-quality frames, gallery products, and publishing materials, serves a broad clientele, including photographers, artists, and webshops. Through their online store, Print & Rammer, they offer a diverse range of products, from wall art to standard frames.

To expand their offerings, they embarked on a dedicated project to introduce **a photo personalization tool**. This tool allows customers to upload their photos, select a frame from predefined options, and visualize the customized product in real time— enhancing the customer experience and positioning Print & Rammer as a go-to destination for personalized framed prints and canvas art

Hoei Denmark A/S specializes in producing high-quality frames, gallery accessories, and graphic products. Renowned for their craftsmanship and attention to detail, the company continues to innovate and grow, catering to customers with diverse aesthetic needs.

The Challenge: Ensuring a Seamless Customization with Guaranteed Print Accuracy

To achieve the project's goals, it was crucial that the chosen web-to-print solution met the following requirements:

- Seamlessly integrate the personalization tool with existing WooCommerce storefront.
- Ensure that uploaded files retain their original color profiles, such as Adobe RGB, to maintain color accuracy in printing.
- Support bleed lines to ensure professional-quality canvas prints.
- Provide a fully localized interface for Danish-speaking customers.
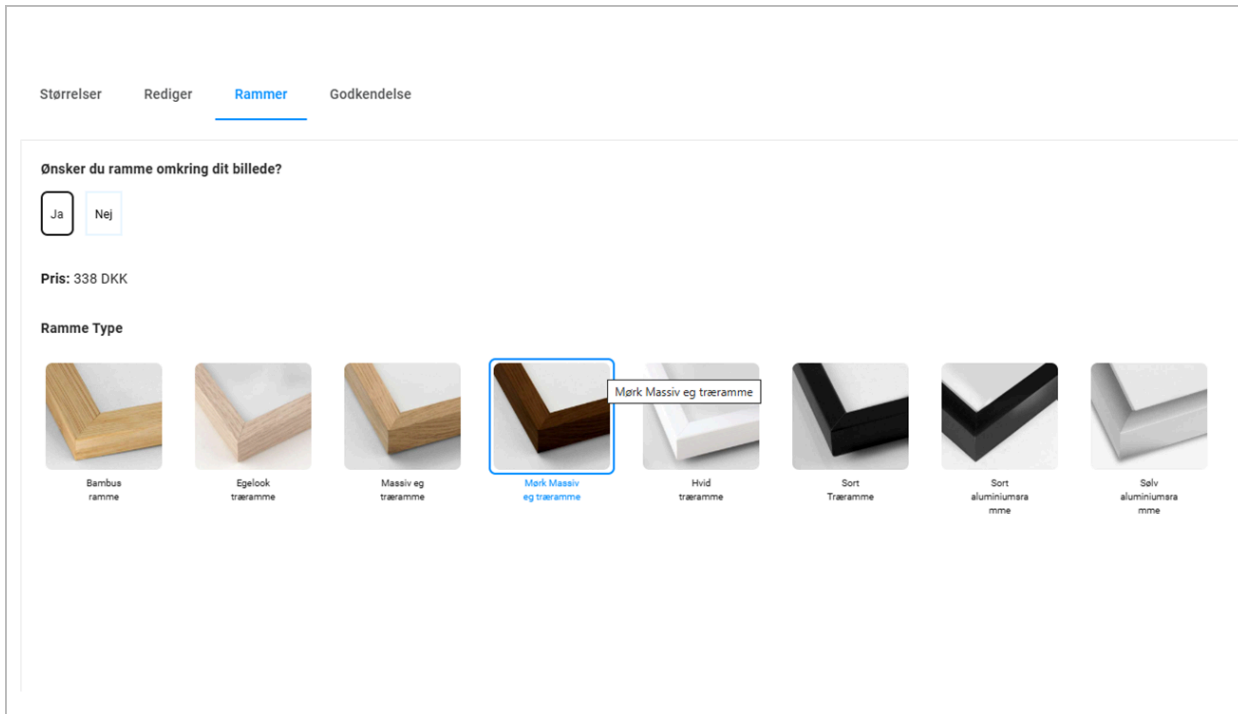- Optimize the editor for smooth functionality on mobile devices.

These requirements formed the foundation for implementing a tool that would deliver a superior personalization experience and align with Hoei Denmark's business needs.

The Solution: Implementing an Efficient Web-to-Print Workflow

As part of the implementation process, the Customer's Canvas team successfully integrated the editor into WooCommerce-based storefront, Print & Rammer, and built a tailored workflow to support their customization goals.

The implemented workflow guides users through:

- **Selecting product options**, including size, orientation, and frame color (if applicable).
- **Uploading a photo**, with the system preserving the original color profile, such as Adobe RGB.
- **Generating a real-time preview** using predefined mockups for canvas prints and framed photos.
- **Approving the final design** before adding the customized product to the cart.
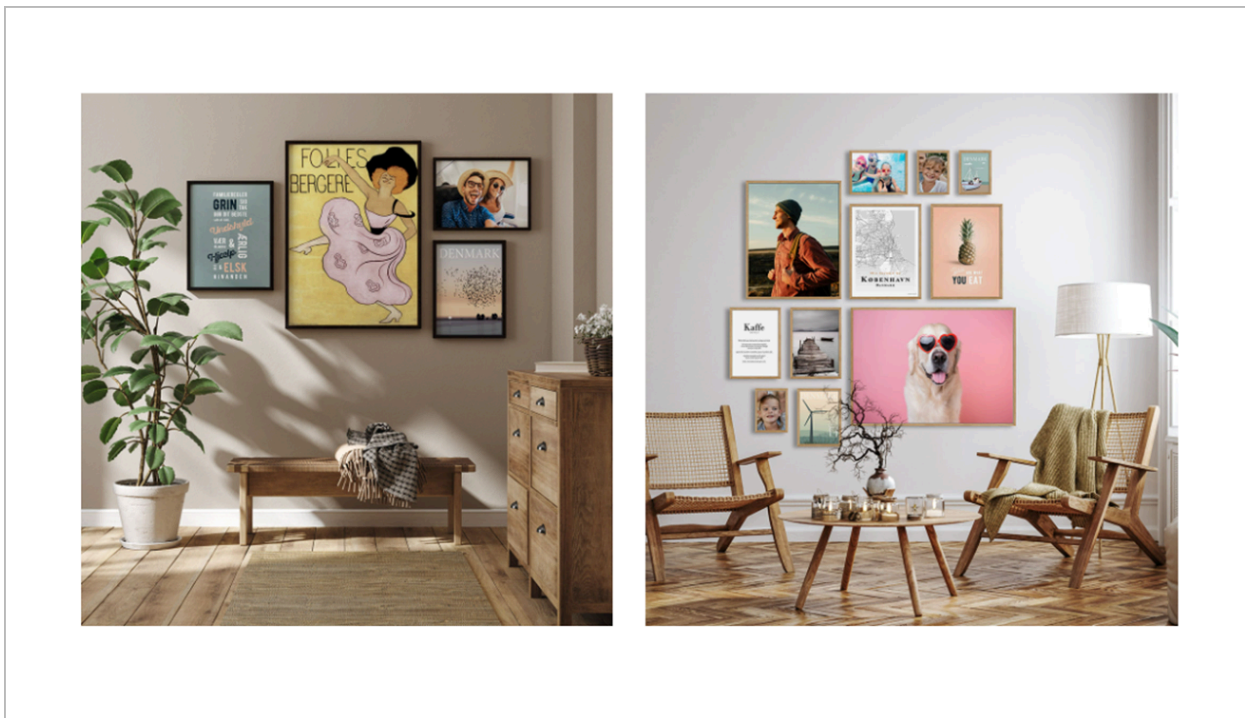
While this marks the visible part of the personalization process for customers, the backend rendering engine plays a crucial role after checkout. Once an order is placed, Customer's Canvas automatically generates a print-ready file in the required **color profile and DPI**, ensuring the highest quality output for production.

Additionally, after launching the personalization feature, Hoei Denmark A/S introduced a video tutorial at the start of the customization process, making it even easier for customers to navigate the tool and place their orders with confidence.

The Results: Automating Orders, Satisfying Customers, Thriving Business

Hoei Denmark A/S seamlessly integrated Customer's Canvas into their Print & Rammer store, enhancing their website with an **intuitive end-to-end personalization workflow**. Customers can now customize framed prints and canvas artwork with ease, while the fully automated ordering process optimizes resources and streamlines production.

"Our goal is to bring memories from your mobile to the wall. With just a few clicks, you can transform your most meaningful photos into beautiful prints framed in elegant Hoei frames."

By turning this vision into reality, Hoei Denmark A/S has not only improved efficiency but also strengthened its commitment to delivering high-quality, emotionally significant products to its customers.

Christian Høi, Director at Hoei Denmark A/S, shared his positive experience with Customer's Canvas:

> *"Our customers highly appreciate the simplicity and functionality of the Customer's Canvas plugin. They highlight the easy overview of sizes, the intuitive tutorial, basic editing options, and the final preview. Many reviews mention how 'SOOO easy it is to order on your website,' with one customer even stating, 'FINALLY a website where the file upload WORKS and runs smooth, and the system shows 100% what you get.' I will definitely recommend Customer's Canvas to others, as it delivers exactly the system we asked for."*

Useful links

[Hoei Denmark A/S website](#)

[Print & Rammer website](#)

[Customer's Canvas blog](#)

[Contact us](#)