Customer's Canvas
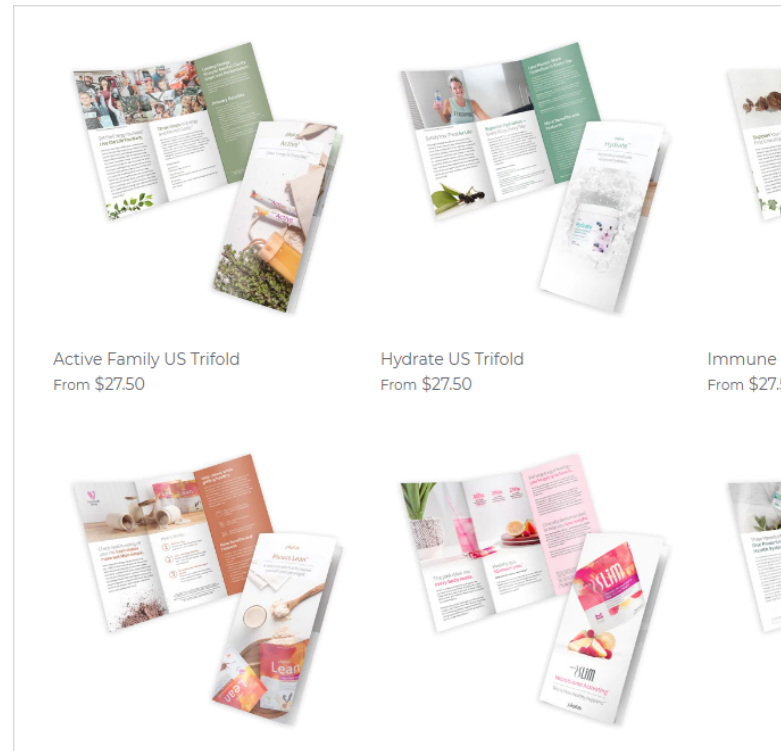
Case Study: Industry Print Solutions

How a web-to-print editor saves 10s of hours per week on order processing

The idea: Sell marketing materials online for Plexus Worldwide members

Industry Print Solutions (IPS) is an American printing company with several signature brands. One of them is MyPlexusPrint – an online store that sells marketing materials like business cards, brochures, notebooks, and other print products.

MyPlexusPrint is an official apparel and marketing material provider for Plexus Worldwide, a large community of entrepreneurs who sell health products. The main idea was to give Plexus Worldwide members the opportunity to order products online and customize them according to their needs.

Active Family US Trifold
From $27.50

Hydrate US Trifold
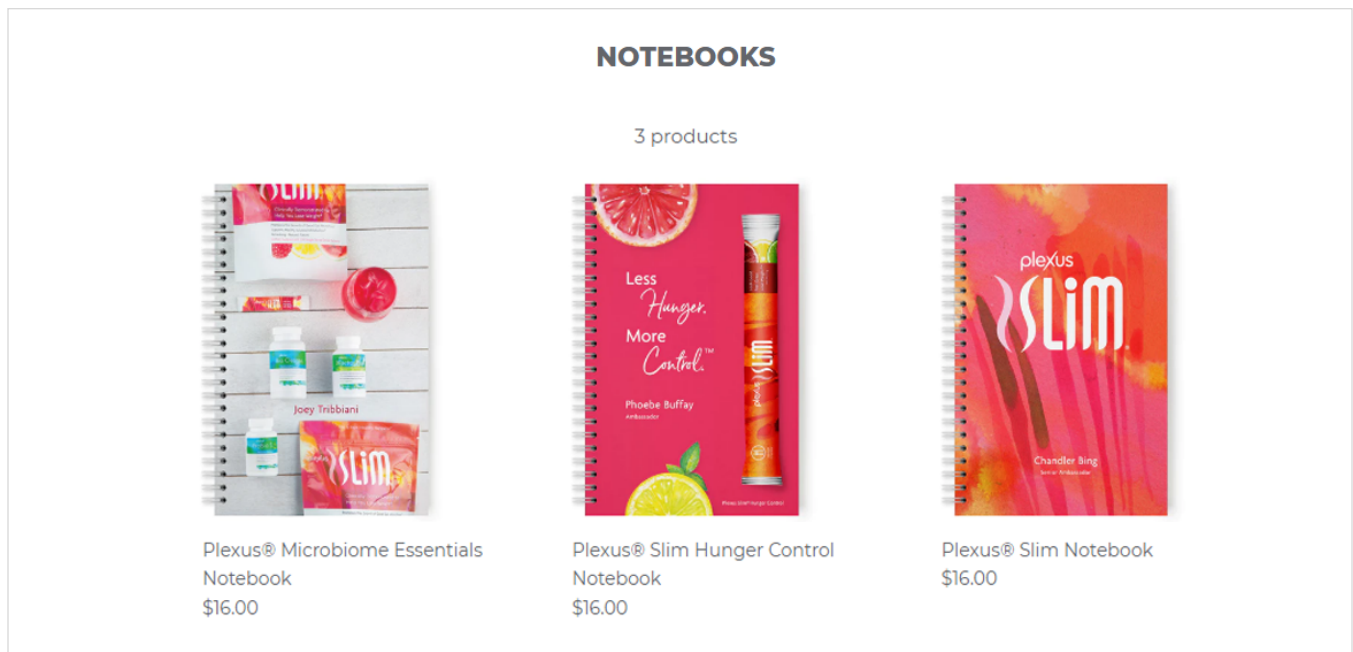From $27.50

Immune
From $27.5

Industry Print Solutions (IPS) is an American printing company that provides various print services like apparel printing, custom embroidery, digital printing, graphic design, and branded gifts. For successful customer service, IPS has modern equipment for various printing methods.

The challenge: Find a reliable solution to process many print files

The company faced several challenges. Firstly, they were looking for a web-to-print editor that would not allow customers to change all the design elements. This feature was necessary to guarantee Plexus Worldwide members professional-looking print products with consistent quality.

> *"We were looking for a tool to allow our customers to customize files while not having full control of all design elements,"* - says Caleb Vandenheuvel, a graphic designer at IPS.

NOTEBOOKS

3 products

Plexus® Microbiome Essentials Notebook
$16.00

Plexus® Slim Hunger Control Notebook
$16.00

Plexus® Slim Notebook
$16.00

Secondly, IPS needed a tool to manage orders. The company receives a high volume of print files, and manually processing them is time-consuming. It needed a solution that could automate this process. The IPS team was also looking for a design editor with an intuitive user interface and solid technical support.

The solution: Form-based editor for business cards, brochures, and notebooks

The web-to-print solution for MyPlexusPrint consists of:

- **Design editor** where end-users edit their orders.

- **Admin panel** where managers, designers, and other employees set up and process orders.

Integrating the design editor

Taking into account the request for the editor with preset text fields, we integrated a **form-based design editor** that allows users to only insert their name, phone number, email, and other information into the data fields.
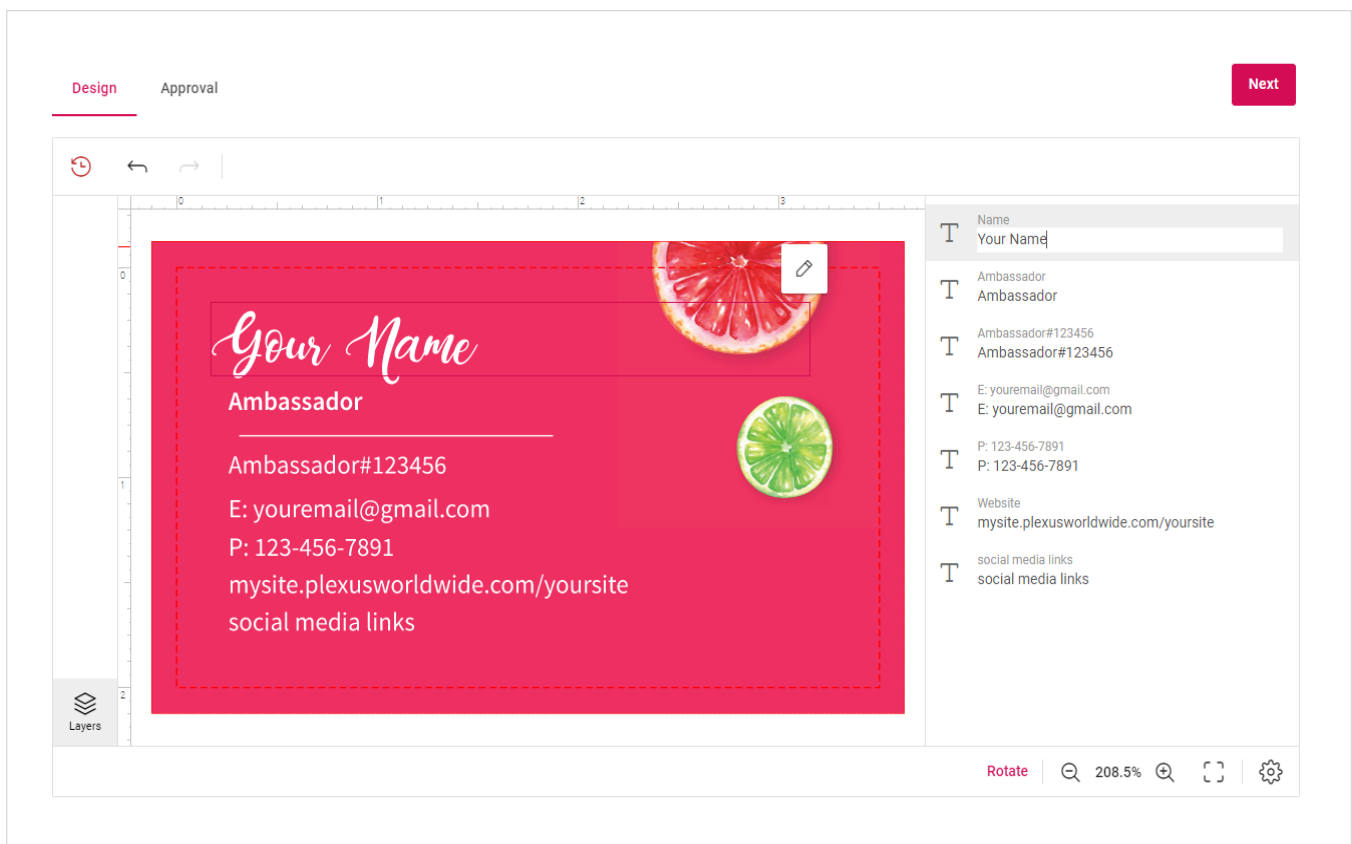

IPS designers have created mockups for each product, and to show customers how the final design will appear in real life, we built a preview feature into the design editor.

Configuring the admin panel

To help the IPS team process the orders, Customer's Canvas has provided them with an admin panel that serves as a backend tool for storing and managing templates, image galleries, fonts, and other assets. Additionally, it can integrate with several online stores, which allows room for growth if the company decides to manage other brands.

To make order fulfillment more convenient for MyPlexusPrint, our engineers developed an application to automate downloading print files from all orders.

> "The integration has substantially modified the custom job workflow for our clients," shares Caleb. "We no longer have to hand-make files, and our production team has a streamlined application provided by the Customer's Canvas team that allows them to mass-download and print the files".
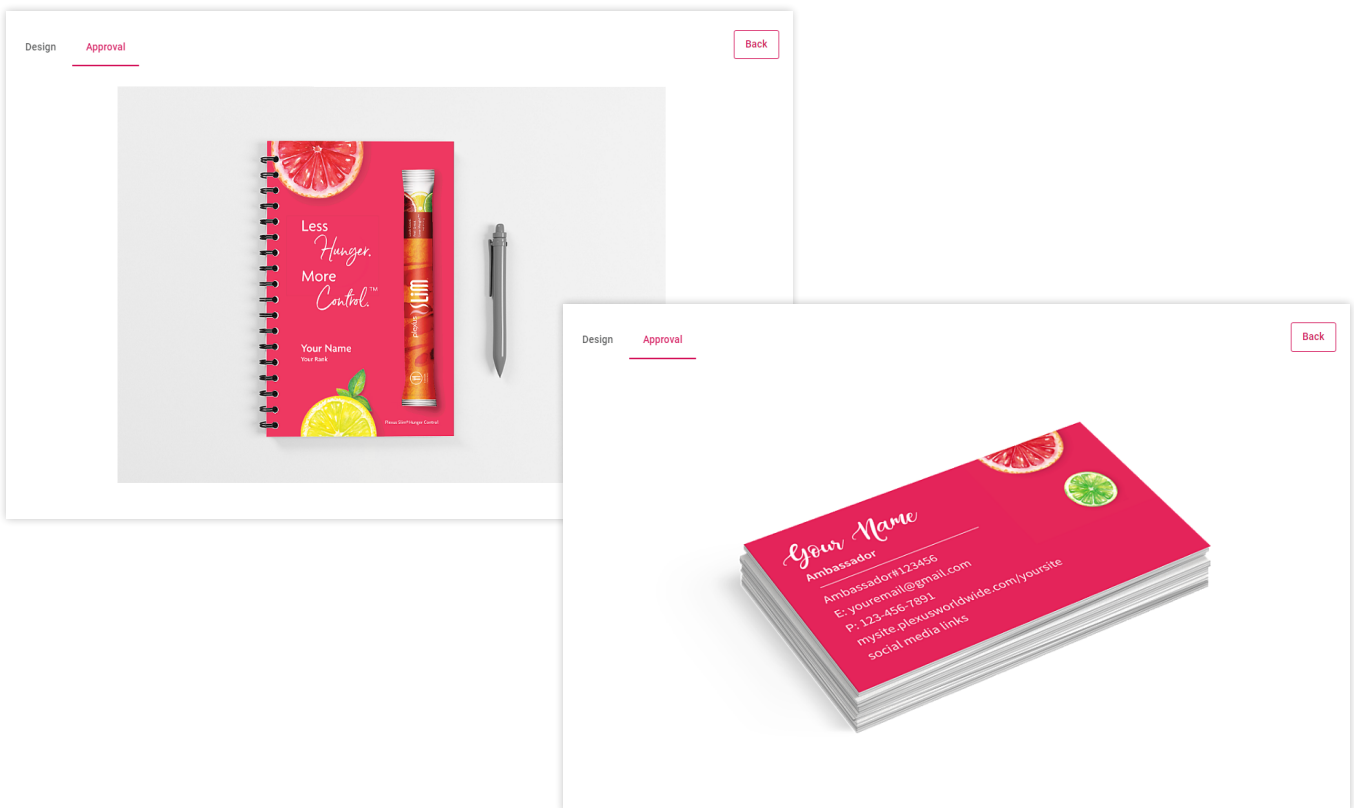
Customer's Canvas

The results: Increased productivity that saves 10s of hours on order processing

Customer's Canvas integration allowed the IPS team to simplify personalization for their clients and make order processing straightforward.

What results have you gotten with web-to-print integration?

Customer's Canvas saves us 10s of hours every week and has greatly increased our productivity for this client. The initial investment of time and knowledge in your product has allowed us to create efficient workflows that have proven their worth.

Useful links

IPS website

MyPlexusPrint website

Business card design editor

Customer's Canvas web-to-print integration

Contact us