

Case Study: Printivo

How a print company processes up to 30% of orders through a W2P editor

The idea: Add a simple web-to-print tool to their website

Printivo sells printing products online and helps print-on-demand companies promote and print marketing and business materials. Printivo had an idea to provide brands and print buyers with a simple way to order template-based business cards, brochures, calendars, and many other products.

“When we started building our business, we envisioned a seamless way to create templates aimed at small business owners who found it difficult to design templates from scratch.” - Temitope Ekundayo, CEO at Printivo.

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printivo

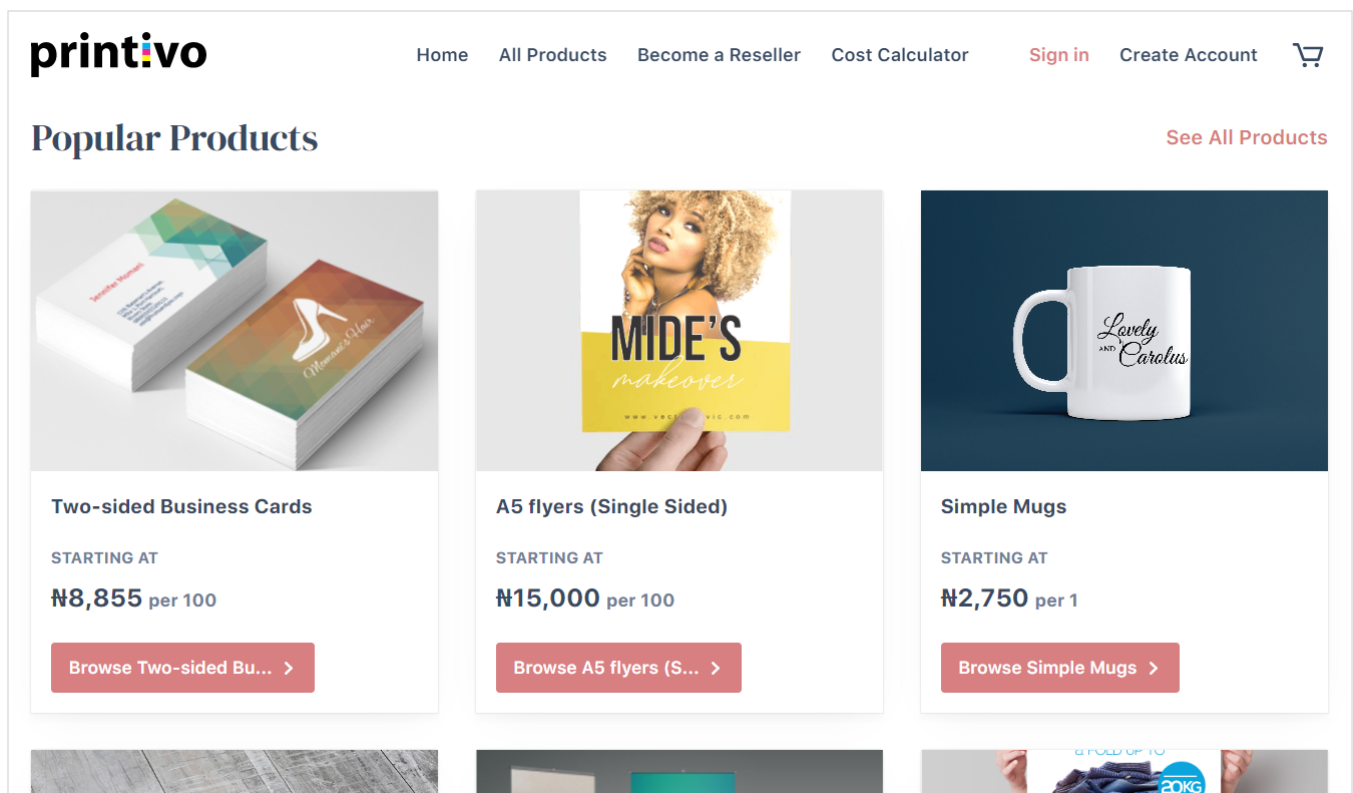
Printivo is a printing company that provides quality print services across Africa. Printivo aims to help African businesses print marketing and business materials with ease.

The challenge: The company tried to build its web-to-print solution in-house

Printivo initially wanted to build a web-to-print solution with its own resources. Developing a web-to-print solution from scratch requires a lot of investment and technical assets. Sometimes it's better to find a proven turnkey web-to-print solution and adapt it to the company's goals.

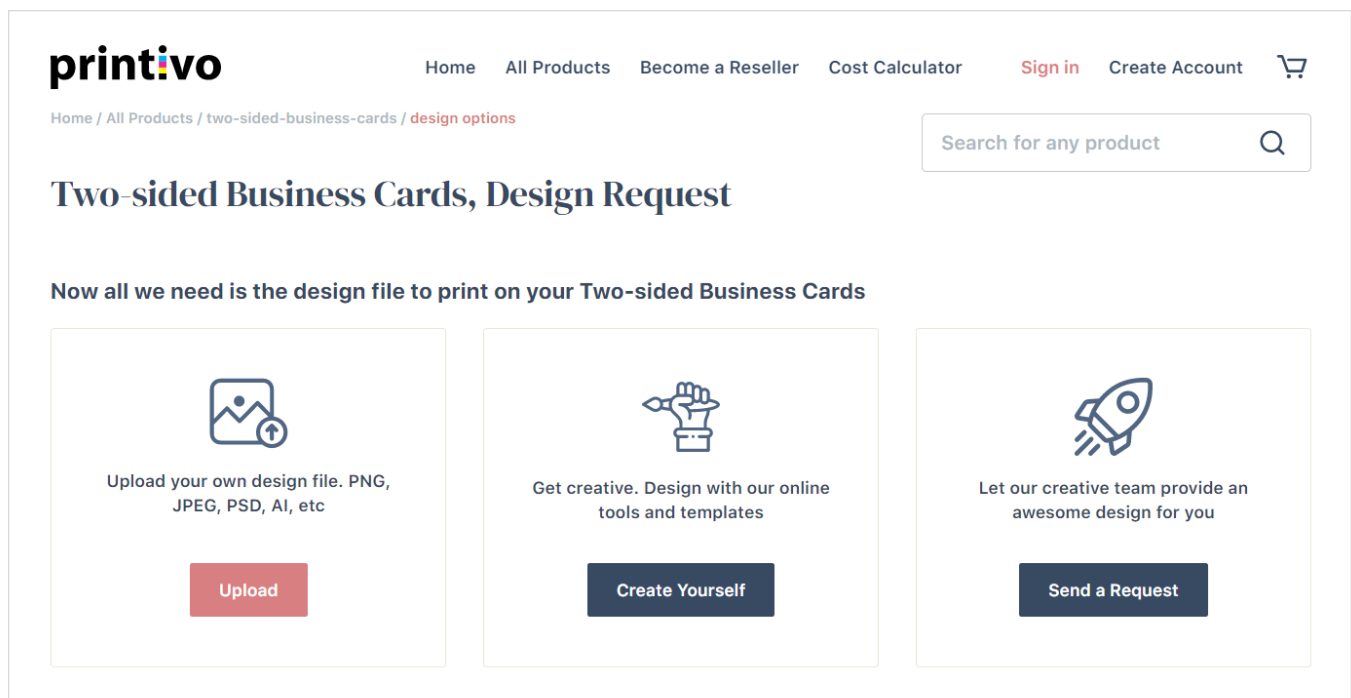
"Initially, we wanted to create our web-to-print solution, but we knew it would be difficult. So, we started looking for solutions on the Internet and spoke to other print platforms," - says Temitope Ekundayo, CEO at Printivo.

Printivo boiled its search down to price, available options, smooth integration, and ease of use for the company and its customers. With these factors in mind, their team ended its search at Customer's Canvas.



The solution: Template-based editors for ordering print products

All print buyers differ in their goals and abilities. Some already have a print-ready file created with Photoshop or another editor, while others need help with designing. Printivo considered all types of customers and built a convenient ordering system to serve everyone.



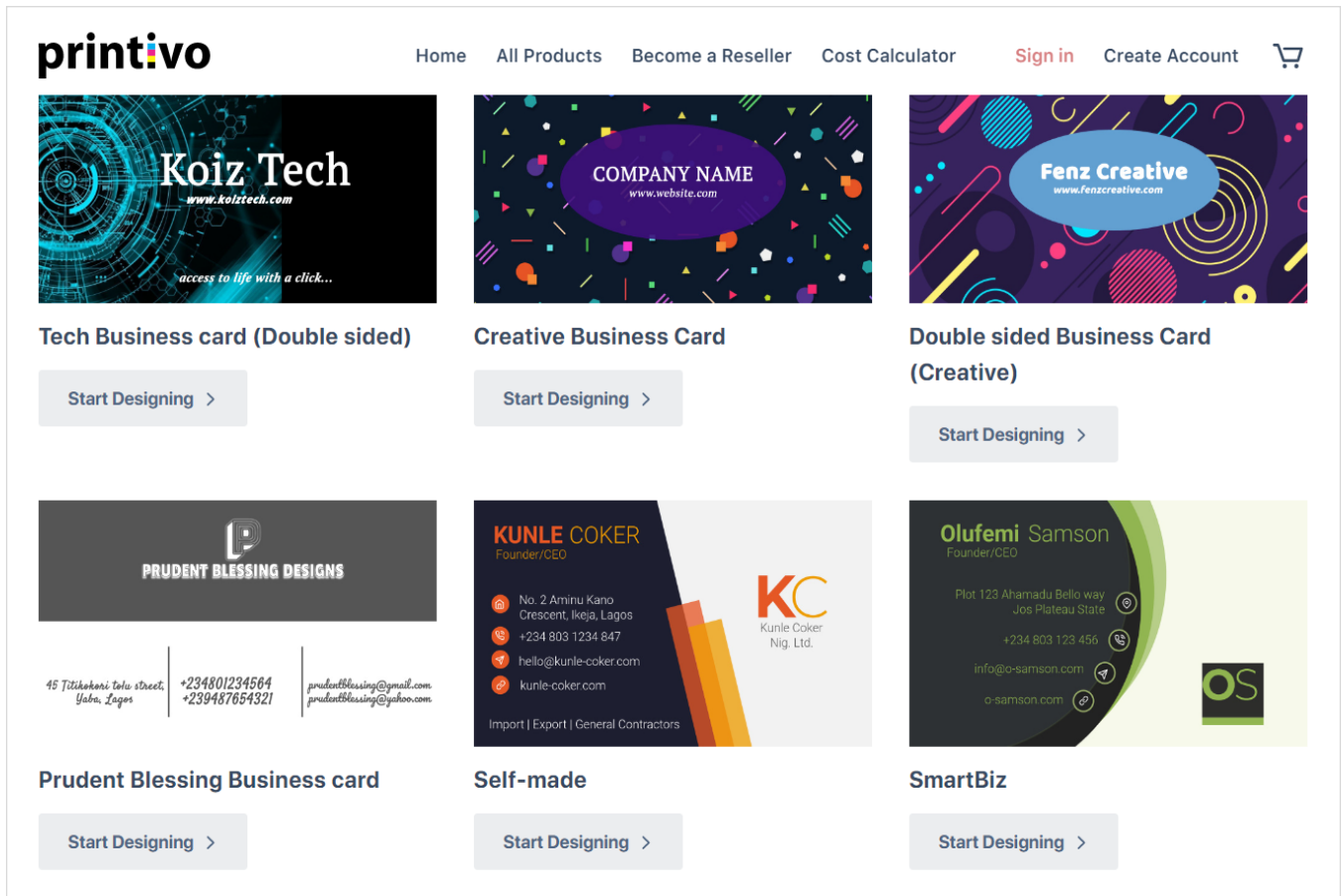
The screenshot shows the Printivo website interface for ordering two-sided business cards. The navigation bar includes links for Home, All Products, Become a Reseller, Cost Calculator, Sign in, Create Account, and a shopping cart icon. The breadcrumb trail indicates the current page is 'Home / All Products / two-sided-business-cards / design options'. A search bar is present with the placeholder text 'Search for any product'. The main heading is 'Two-sided Business Cards, Design Request'. Below this, a sub-heading reads 'Now all we need is the design file to print on your Two-sided Business Cards'. Three design options are presented in a grid:

- Option 1:** An icon of a document with an upload arrow. Text: 'Upload your own design file. PNG, JPEG, PSD, AI, etc'. Button: 'Upload'.
- Option 2:** An icon of a hand holding a pen. Text: 'Get creative. Design with our online tools and templates'. Button: 'Create Yourself'.
- Option 3:** An icon of a rocket. Text: 'Let our creative team provide an awesome design for you'. Button: 'Send a Request'.

End-users can choose one of the following options to place an order:

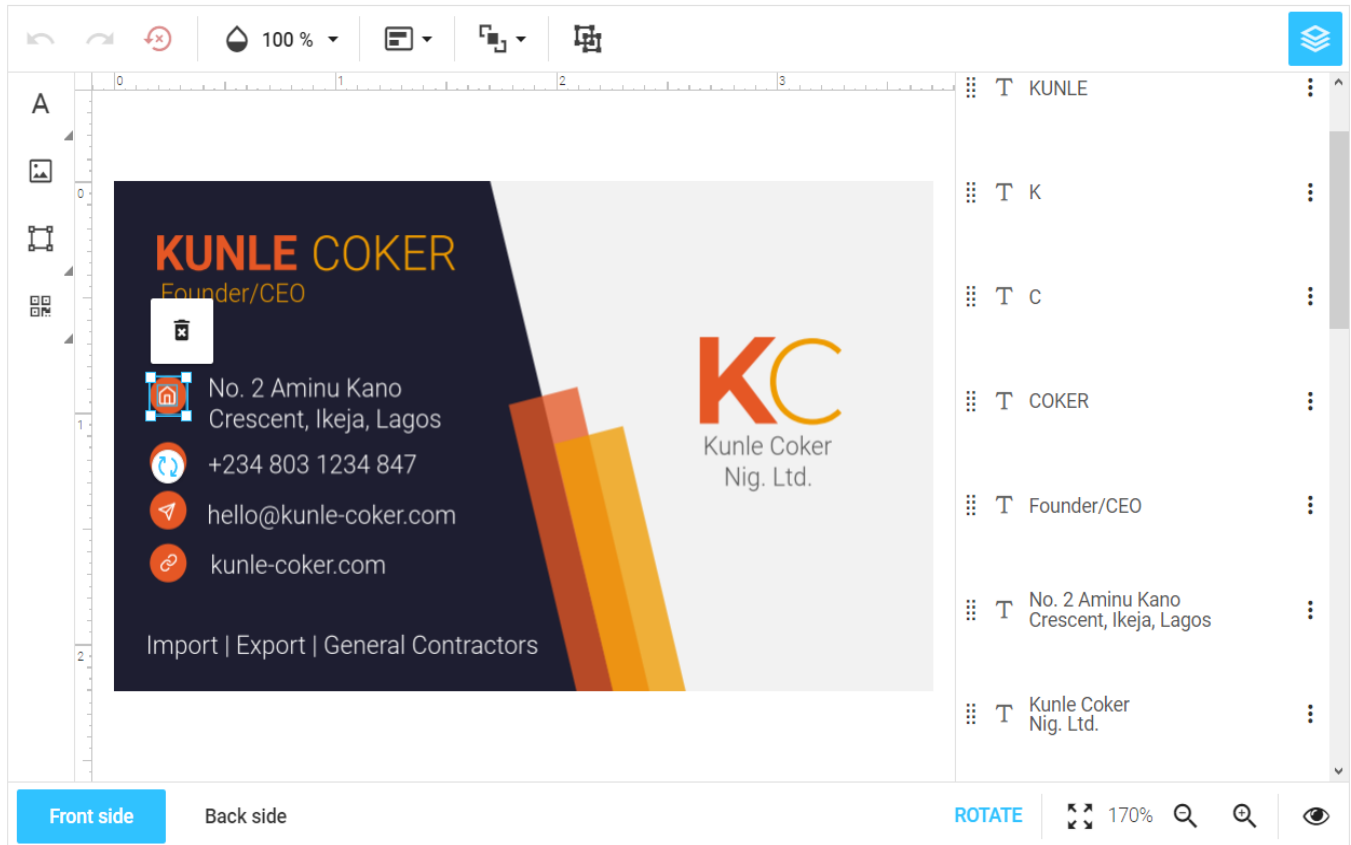
- Upload their print-ready design file in PSD, PNG, and other formats.
- Order products by editing professional-looking templates with the Customer's Canvas design editor.
- Send a request for custom designing to the Printivo team.

Printivo prepared a library of templates for different styles and occasions. For example, customers can select a “Self-made” business card and edit both sides by simply changing the personal information and sending it to print.



“We have integrated the Customer’s Canvas web-to-print solution into our business process, allowing our users to edit existing templates when placing orders on printed products. That allows our customers to rely on us for fast order processing.”

- Temitope Ekundayo, CEO at Printivo.



They also offer a solution for print-on-demand companies. Small print brands can utilize Printivo's printing capabilities to sell their products online.

The results: W2P integration improved Printivo's brand positioning and increased revenue growth

Printivo now processes up to 30% of its total incoming orders through the online editor. The Customer's Canvas integration allowed the company to position its business as a convenient web-to-print platform, leveraging simple and effective design templates.

"The Customer's Canvas integration has positively impacted brand positioning, customer acquisition, and revenue generation. This has helped us build unique products and drive new customers and growth." - Temitope Ekundayo, CEO at Printivo.

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