



Customer's Canvas
by Aurigma

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World's first Web-to-packaging solution with dynamic-size models to be showcased at Print18.

Online editor for packaging personalization.

At Print18, Aurigma will present Customer's Canvas Packaging, an online editor that allows printing companies to add packaging personalization to their online storefronts and automate the packaging ordering workflow. This unique web-to-packaging solution breaks new ground with support for parametric models. This feature allows a customer to choose a package size on the website and automatically generates a die-cut template based on their selection. By using Customer's Canvas Packaging, printing companies can offer their clients the opportunity to create a package design online, preview the result in 3D, and order the packaging for printing. Until now, support for parametric models was only available in desktop packaging design software.

Visitors to the exhibition will have the chance to try Customer's Canvas Packaging for themselves, as well as get comprehensive information about the product from Aurigma's representatives. The demonstration will take place in booth #239.

"In the process of developing this solution, several complicated engineering tasks were solved at once. The resulting online editor opens up the possibility for print companies to provide their customers with the opportunity to choose any packaging size, customize it, and proof the final result in 3D," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma, Inc. "The digital printing market is growing, and a tool like Customer's Canvas Packaging is a great way for print shops to streamline the ordering process and provide their customers with personalized packaging."

Aurigma, Inc. is a vendor of image composition, design personalization, and prepress automation software for print service providers and marketing companies. Their flagship product - Customer's Canvas Web-to-print SDK – is designed to streamline the creation of personalized designs online. This solution integrates into any existing or new website, allowing companies to build ordering workflows for print and packaging products of virtually any complexity.

PRINT18 is the annual conference and exhibition event that hosts the largest gathering of printing services providers in North America, representing attendees from 86 countries. In 2017, more than 22,000 visitors came to Chicago, including nearly 16,000 buyers from 8,565 companies.

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