Customer's Canvas
by Aurigma

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Aurigma adds InDesign support to its Customer's Canvas web-to-print editor.

This feature will be demonstrated at the Print18 exhibition.

Aurigma, Inc. will showcase InDesign support for its Customer's Canvas online web-to-print editor at Print18. Support for this format will allow printers and marketing providers to harness the powerful functionality of Adobe InDesign for creating professional-looking design templates that their end users can personalize online. Previous versions of Customer's Canvas supported the Adobe Photoshop format, and adding InDesign to the family will allow current and future customers to reduce the learning curve for designers creating templates and publishing them to the website. This new feature is enhanced by a system of permissions that defines how end users change each design element to ensure that the final result meets branding guidelines.

Print18 visitors will have the opportunity to experience the new technology firsthand and receive comprehensive guidance from the Aurigma team on the many uses and benefits of Adobe InDesign support. The demonstration will take place in booth #239.

> *"In a highly competitive printing market, every element is important for companies, including the quality of print templates. In many cases, modern desktop publishing systems are more convenient for creating design templates than online solutions," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma, Inc. "As we continue to improve our web-to-print editor, we focus on providing customers with flexible options for creating templates, such as the ability to import them from popular desktop solutions."*

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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