Customer's Canvas
by Aurigma

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Customer's Canvas by Aurigma adds new print embellishment and production finishing features to its web-to-print editor.

Help your clients create unique designs simply and conveniently.

Customer's Canvas by Aurigma is expanding their list of web-to-print features with advanced finishing capabilities. This will allow print service providers to give their end users the opportunity to create unique luxury designs for their printed products by applying post-press techniques. The most recent update enables printing companies to offer additional options to their customers.

This new feature makes it possible to apply any post-press technique to a print design, including embossing, foiling, UV-coating, or a combination of multiple techniques on the same design. Customers can choose from these additional options to create truly unique designs without complicating the ordering workflow.

> *"Creating a luxury personalized design with print embellishment is as easy as creating regular designs in our WYSIWYG web-to-print editor. Customers can add any image or text to a post-press layer and manipulate them online," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma, Inc. "The process of creating a design with these post-print effects is simple and intuitive. For a printing company, this means gaining an additional advantage over competitors, as well as increasing the profit margin of an order without spending additional resources on order processing."*

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.

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