



Customer's Canvas
by Aurigma

Aurigma Inc., Alexandria, VA

Contact person:

Dmitry Sevostyanov

800-661-8190

info@aurigma.com

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Variable Data Printing is now available in the Customer's Canvas by Aurigma web-to-print editor.

Automate the creation of personalized printed products.

Customer's Canvas by Aurigma has added a new variable data printing feature to its web-to-print editor. End users can use this to create direct mail campaigns, badges and passes, loyalty cards, and many other products. This online solution enables customers to design a print template in a WYSIWYG editor, set up variable data fields, upload personalization data to these fields, and generate print-ready files.

The online editor supports variable personalization data from various sources, including Excel spreadsheets and CSV/TXT files, or by integrating with different e-commerce systems. Additionally, the high-speed generation of the resulting PDFs makes it possible to process orders of any complexity and volume quickly and efficiently.

"The advancement of digital printing has fostered interest in variable data printing technology. Our clients can use this technology in various applications, from direct mail campaigns to packaging products. The ability to set variable text fields, image placeholders, and QR/barcodes in these products increases the number of possible applications," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma, Inc. "Moreover, our online editor was created specifically for printing applications and our technology was built to ensure that the final product will be exactly the same as what the customer designed online. All important aspects like color management, bleed areas, and imposition are taken into account to generate a print-ready file compatible with your equipment."

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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