



Aurigma Inc., Alexandria, VA

Contact person:

Dmitry Sevostyanov

800-661-8190

info@aurigma.com

FOR IMMEDIATE RELEASE

8/8/2019 Alexandria, VA

Web-to-print technology brings new opportunities to charity fundraising

One of the leading medical institutions in the US implemented a charity printing service based on web-to-print technology provided by Customer's Canvas.

The team behind Customer's Canvas by Aurigma has successfully implemented its web-to-print editor with a charity project that helps young cancer patients share their artistic talents. The recent integration enables new features that allow visitors to support patient programs by purchasing merchandise inspired by the patients' artwork.

Customers can order custom printing online for a wide range of products, including holiday greeting cards. After this most recent update, a new workflow was implemented to simplify the ordering process and expand personalization capabilities.

The updated version of the site is based on the Shopify platform and allows visitors to order postcards and envelopes through a multi-step wizard where they may select the size of the postcard, personalize the message, upload a company logo, and personalize the envelope.

The number of different products and options that can be applied to a specific product presented a big challenge for this project. Setting up such configurations usually requires a lot of labor from highly-trained personnel, which makes such projects very expensive and time-consuming. Customer's Canvas can tackle these challenges with innovative technology that determines which managers can configure each product, including their assets and options.

Another distinguishing feature of this solution is the watertight integration between the online editor, e-commerce platform, third-party plugins, and print service provider. This

integration enables an automated ordering workflow that allows users to choose from available options for a specific product and calculates the price in real-time based on the selected configuration and quantity, right within the editor. A third-party Shopify plugin is connected to apply volume discounts, if applicable.

"This was a special project for us," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma, Inc. "We appreciate the importance of such initiatives and strived to make this integration as seamless as possible by removing barriers and making the personalization and ordering processes transparent and convenient for both the customer and the organization."

Customer's Canvas by 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.

###

This press-release is available online at
<https://customerscanvas.com/company/press>