



Customer's Canvas
by Aurigma

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Customer's Canvas to demonstrate it's newest Back Office technology at PRINT19

The company's innovative admin panel bridges the gap between e-commerce and web-to-print.

Customer's Canvas by Aurigma, Inc. – an industry leader in providing web-to-print software – announces that it will be showcasing its new Back Office technology that streamlines integration between e-commerce and web-to-print modules for printing companies. Attendees of PRINT19 at Chicago's McCormick Place from October 3-5 can stop by booth #131 to see how Back Office can help printers eliminate the obstacles of configuring their online storefronts to leverage web-to-print technology.

"Setting up a web-to-print integration can be deceptively complicated. Each product comes with design templates and their assets, including available options like colors, fonts, and other elements," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma. "If you have a broad range of products, managing them requires a lot of time. Customer's Canvas Back Office is our latest technology that simplifies the workflows for configuring products for print service providers. This means that, when integrated into a client's e-commerce platform, even non-technical staff can set up product configurations, which are then available for ordering on the client's website."

Customer's Canvas Back Office is the online admin panel where users can upload and manage templates and assets that are essential for setting up personalized products as well as maintain third-party integrations such as e-commerce platforms or MIS software. Users may create product editor configurations, set up online ordering processes, and configure product options.

"Our mission at Customer's Canvas is to help printers harness the full potential of web-to-print technology, and Back Office is another milestone in reaching that goal," Dmitry continues. "We invite PRINT19 visitors to stop by booth #131 to see how they can save time on preparations and start taking advantage of web-to-print."

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.

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