



Customer's Canvas
by Aurigma

Aurigma Inc., Alexandria, VA

Contact person:

Dmitry Sevostyanov

800-661-8190

info@aurigma.com

FOR IMMEDIATE RELEASE

8/28/2019 Alexandria, VA

Customer's Canvas to demonstrate the newest preflight software at the PRINT19 trade show

The company's representatives will demonstrate how to build a complete web-to-print workflow that includes online design personalization and preflight checks for files uploaded by clients.

Customer's Canvas by Aurigma, Inc. – known for its online HTML5 editor for print product personalization – will be showcasing its new preflight module that will be an asset to printers in almost any ordering scenario, especially for approving print-ready files that users upload online.

Preflight checks on uploaded files are usually performed by sales managers or production staff and require a lot of resources if the print service provider is dealing with a large volume of orders. The ordering process may also take longer than usual when staff must communicate back and forth with clients to approve a final design. The solution for this problem is a workflow where uploaded files are automatically preflighted online without the need for manual review by managers and can even be fixed by a customer if necessary.

"Online ordering plays a significant role in today's printing industry. There are two main paths the client can follow to make an order. The first option is to personalize the product online by adding their own images or text to existing templates or create a design from scratch. The templates are prepared by printers and meet all requirements, guaranteeing the quality of the final product," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma. "Another option for customers is to upload their own designs created in third-party publishing software like Adobe InDesign. In this case, they rely heavily on the human

factor. If the designer didn't carefully follow the print-ready file specifications, the quality of the final product may not meet customer expectations. To avoid that kind of situation and keep customers satisfied, a good printer performs a preflight check to test the uploaded file for compliance with requirements like color profile, safety zones, adequate font representation, etc. This is a part of the prepress process that is essential for every print job."

Customer's Canvas Preflight is an add-on that can enable these features on your website. Combining this module with the online editor provides you with a full web-to-print solution that can tackle most online ordering use cases.

"From the user's perspective, using Customer's Canvas Preflight is a pretty straightforward process. After the print-ready file has been uploaded, they will see a raster preview of the file along with an interface that tells them if mistakes have been detected or that all checks have been passed," Dmitry continues. "If it catches a mistake, they see warnings or errors. Some of them are fixed automatically while others can be fixed right within the online editor on the user's screen. For example, the user can resize the design as needed. In other cases, clients may be asked to fix the issues and upload the new version of the file. That can save a lot of time compared to a lengthy approval process."

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>