Customer's Canvas
by Aurigma

Aurigma Inc., Alexandria, VA
Contact person:
Dmitry Sevostyanov
800-661-8190
info@aurigma.com

FOR IMMEDIATE RELEASE
9/17/2019 Alexandria, VA

Two of Customer's Canvas's latest web-to-print releases receive RED HOT Technology Recognition ahead of PRINT19

The recent recognition solidifies Customer's Canvas as a technology leader in web-to-print innovation.

Customer's Canvas by Aurigma has always strived to deliver the most innovative web-to-print solutions to the market. The R&D department has been working around the clock this year to continue to develop the most advanced software for new and existing clients. Two of these new technologies have received RED HOT Technology Recognition from the Association for Print Technologies as a "must-see" attraction at the upcoming PRINT19 trade show.

Customer's Canvas has received two RED HOT Technology Recognitions for:

- **Customer's Canvas Variable Data Printing** is a software that streamlines the creation of print products that utilize variable data, such as direct mail campaigns, cards, or personalized packaging. This module can load data from external files or load it automatically from a connected database. The latest version introduces the ability to add variable images, QR/barcodes, and backgrounds that allow users to implement nearly limitless applications.

- **Customer's Canvas Back Office** is a technology that simplifies workflows for configuring products so that even people without strong technical skills can set up new product

categories, which are then available for ordering on the client's website. It presents an opportunity for printing companies to deploy a full-scale web-to-print integration relatively quickly.

These innovations are aimed at enhancing the functionality of the Customer's Canvas web-to-print product as well as making the integration process much easier for printing companies.

> *"The printing industry is a market that places a lot of value in quality and efficiency. We are constantly getting feedback from our partners and applying it to our products to keep up with the upcoming trends," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma. "With our advanced VDP module, we provide the opportunity for printers to enter this growing niche of personalized products. Our Back Office technology makes the initial integration and further management of web-to-print products easier for companies by allowing them to save resources and decrease time to market for new products that can be automated online."*

Customer's Canvas Variable Data Printing and Customer's Canvas Back Office will be available for demonstration at Aurigma booth #131 at the PRINT19 trade show on October 3-5 at Chicago's McCormick Place convention center.

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