Customer's Canvas
by Aurigma

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Customer's Canvas by Aurigma provides a product personalization workflow for Canadian startup

Aurigma's technology powers up a turn-key online business by allowing its customers to upload their own images, or choose from an image bank, then edit and send it for printing.

Customer's Canvas by Aurigma is a robust personalization solution that reduces time to market for new or existing business by providing a tool that enables online print product customization workflows.

Off the Wall On the Fence is a Canadian startup that sells printed artwork as fence decorations.

> *"Our idea was literally conceived in our own backyard. Because we had access to high-quality printing presses, we were producing printed artwork to decorate our bare, boring fences. When people would come over to visit us they would comment, saying that they had never seen backyard art like this before," says Lisa Hartley, founder and CEO at Off the Wall On the Fence. "And the things that really resonated with them was the fact that we were reproducing our own iPhone pictures of vacations, family, etc. and that the prints themselves were weatherproof. They could stay out in all four Canadian seasons with all of our weather extremes, and they did not have to be taken down to be preserved."*

They had a vision for a website where customers could select artwork, or upload it from their devices, and design a custom decoration to place in their backyard. Their initial plan was to develop this workflow themselves, but they soon realized that building it from scratch would take much more resources than integrating a third-party software solution.

"We asked a lot of questions of different web developers and experts in the field, but ultimately, it was through an online search that we found Customers Canvas, and everything that we were looking for and that made up our vision was there - from features like uploading, editing, and access to an image bank to an easy user experience," Lisa continues.

The Off the Wall On the Fence online storefront is based on the Shopify e-commerce platform. Customer's Canvas has a connector for seamlessly integrating an online editor with Shopify to build the ultimate user-friendly customization and ordering experience. Another feature implemented in this project was an integration with Depositphotos, which allows customers to browse through millions of stock images and add them to their design.

"Customer's Canvas is a very flexible software that can be tailored to almost any kind of ordering process. This project demonstrates how a company can leverage this flexibility to make customization and purchasing easier for end-users, which presents a big opportunity to increase conversion rates," says Dmitry Sevostyanov, CEO at Customer's Canvas by Aurigma.

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.

Off the Wall On the Fence is a Canadian company, founded in 2018 and built on a foundation of over 30 years of experience in in brand and marketing strategy, printing, production and professional installation. This company is woman-led and the artwork is produced in Canada.

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