









# Web to Print eCommerce

Increase revenues and reduce administration costs by selling print online



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|--|--|
|  Mobile-Friendly Design     |  Easy Online Ordering |
|  Flexible Product Layouts   |  Back-Office System   |
|  Powerful Price Calculation |  Wordpress CMS        |
|  W2P Template Gallery       |  Training & Support   |

flex4  PS  
web to print



## Print eCommerce

Highly flexible print  
eCommerce websites to  
help you generate additional  
revenues from the online print  
marketplace

Flex4 specialises in providing web to print solutions and digital marketing services for print and graphic design businesses. Established in 2004 we provide access to a wide range of technologies, platforms and skills to help you take advantage of the web, to generate improved revenues and reduce operating costs.

The OPS Print eCommerce platform provides a website that makes it easy for your customers to find your business and place orders online. Not only will your print eCommerce website look great, it will be easy to navigate, so that your customers can obtain instant quotes and place orders quickly and effortlessly.

OPS provides clear upgrade paths that include the ability to add private branded web to print storefronts and can be integrated with 3rd party software platforms including M.I.S., accounts and courier software.

With the addition of digital marketing services, Flex4 are a partner you can count on to help grow your business and increase profitability by streamlining business processes.



### Mobile Friendly Design

Based on a mobile friendly design that will enhance the image of your online brand



### Flexible Product Layouts

Developed specifically for the print sector your Print Store provides support for both print & non print products



### Powerful Price Calculation

Pricing support for matrix, price lookup and large format print products



### Web to Print Templates

Easily create your own Web to Print template designs or use our ready-made template gallery



### Client Artwork Upload

Clients can easily upload artwork files either during or after the initial entry of online orders



### Training & Support

Full training and on-going support provided by our friendly UK support team

# OPS Packages

OPS is available in three different packages as follows:

## Reseller

Provides an affordable, yet feature rich print eCommerce website, allowing print resellers to start selling online.

## Professional

The Professional package provides unrivalled Print eCommerce functionality together with the ability to create and use editable web to print templates. With extensive design flexibility and functionality the Professional package helps generate both improved revenues and more efficient workflow practices. In addition, the ability to add private branded storefronts allows you to offer key clients the ability for their staff to securely order online.

## Enterprise

Provides all OPS functionality, including all modules, an unlimited number of private branded storefronts, plus existing integrations with 3rd party M.I.S., accounting and courier software to ensure the streamlining of administration workflows.

## Upgrades & Integrations

Flexible upgrade paths between packages and a range of software modules and integration options, allow you to tailor OPS to suit your exact needs both today and tomorrow.

Feature	Reseller	Professional	Enterprise
<b>Website</b>			
Mobile Friendly Design Theme	✓	✓	✓
Content Pages	✓	✓	✓
Enquiry Form & Map	✓	✓	✓
Blog & Social Media Integration	✓	✓	✓
<b>eCommerce</b>			
Number of Public Stores	1	1	3
Print Product Catalogue	✓	✓	✓
Matrix, Lookup & Large Format Pricing	✓	✓	✓
Advanced Price Calculation*	✗	✓	✓
Shopping Cart & Secure Payment Gateway	✓	✓	✓
Artwork Upload	✓	✓	✓
Customer & Order Database	✓	✓	✓
Order Workflow Management	✓	✓	✓
Management Reporting	✓	✓	✓
Product Lead Times	✓	✓	✓
Back-Office Order Entry	Option	✓	✓
Quotation System	Option	Option	✓
Online Proofing	Option	Option	✓
Tradeprint API Integration	✓	✓	✓
Other 3rd Party Software Integration	Option	Option	✓
Private Branded Storefronts	✗	Option	✓
<b>Web to Print</b>			
Template Based Ordering	✓	✓	✓
Print Ready PDF Generation	✓	✓	✓
OPS Template Library	✓	✓	✓
Template Creation	✗	✓	✓
IDML Import	✗	✓	✓
<b>Marketing &amp; Support</b>			
User Guide	✓	✓	✓
Online Training	Option	✓	✓
Secure Datacentre Hosting	✓	✓	✓
Helpdesk Support	✓	✓	✓

\* Advanced price calculation includes image based attributes, linked attributes and custom price lists.

# Example OPS Print eCommerce Websites



[www.instaprint.co.uk](http://www.instaprint.co.uk)



[shop.southsideprintse1.london](http://shop.southsideprintse1.london)



[www.securevouchers.co.uk](http://www.securevouchers.co.uk)



[www.flexpress.co.uk](http://www.flexpress.co.uk)



[www.quills.co.uk](http://www.quills.co.uk)



[expressbags.paperbagco.co.uk](http://expressbags.paperbagco.co.uk)

## Helping Grow Your Business

### Flexible Upgrade Paths

OPS has been designed to grow with your business and our packages offer a range of upgrade paths including:

- Product lead times
- Quotation system
- Back-office order entry
- Online proofing
- 3rd party software integrations

### Bespoke Functionality

OPS was developed by Flex4 in the UK and we regularly carry out bespoke development work for our clients.

This can include both new functionality including MIS systems plus accounting and courier software platforms.

### Client Branded Storefronts

Many organisations that procure print now expect the ability to place orders online using their own branded storefront.

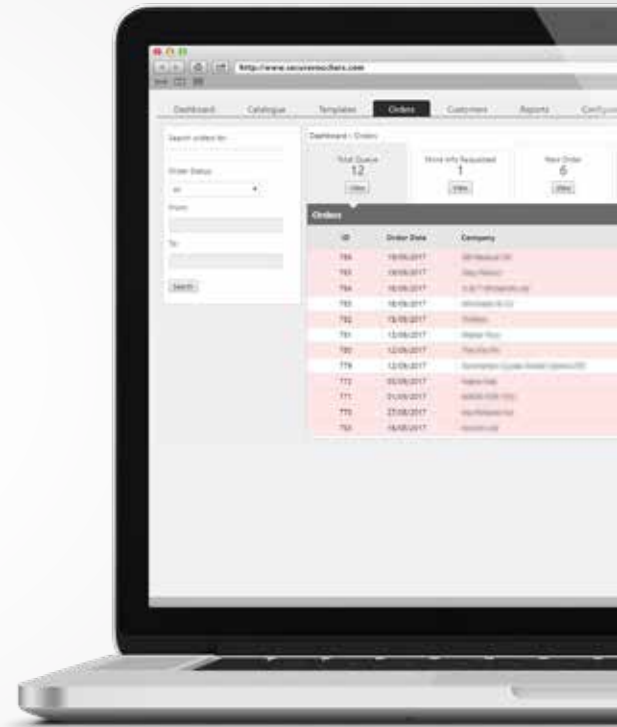
An OPS web to print storefront can be added to a print eCommerce website using the same back-office system. As a result your clients are able to re-use artwork providing significant savings whilst maintaining flexibility.

# The Back-Office System

The OPS back-office system combines the highly successful Wordpress CMS with a powerful print specific back-office to provide you with the ability to fully self-manage day-to-day operations.

Easy to use menus allow you to quickly and easily update products and prices or manage new orders.

By integrating OPS with 3rd party software platforms, the OPS back-office can help you to dramatically improve the efficiency of your print administration processes.



## Digital Marketing for Printers

Flex4 specialises in providing web to print solutions and digital marketing services for print and graphic design businesses. Established in 2004, we provide access to a wide range of technologies, platforms and skills to help you take advantage of the web, to generate improved revenues and reduce operating costs.

Our range of digital marketing services for printers include:

- Search engine optimisation (SEO)
- Conversion improvements
- Content marketing
- Paid advertising
- Social media marketing
- Analysing and reporting

A typical digital marketing campaign is an ongoing process starting with activities aimed at increasing online visibility to generate visitor traffic to your website. Once this process is well underway, the focus of the campaign changes to ensuring that conversions of visitors into orders or enquiries, is being achieved at the expected rate.

### Ongoing Process



We provide monthly reporting and annual reviews to assess results and agree objectives for the next campaign period. This approach ensures that you have full visibility of the work being carried out and the results being achieved on your behalf.

## Why Invest?

The online market for print services continues to grow and, increasingly, printers are investing in their online presence to take advantage of this growth.

Our OPS solution range combines the benefits of digital marketing and web to print to provide a flexible and powerful platform to help printers to:



### Get Found Online

Your customers are doing their research online and it's vital to ensure they find you ahead of your competitors.



### Generate New Business

Introduce the ability to accept print orders 24/7 and boost revenue by providing value added services.



### Reduce Operating Costs

Streamline your order management with reduced office administration to increase your profitability.



### Improve Customer Service

Improve your responsiveness and communication with instant access to pricing, ordering and easy website updates.



### Brand Protection

Protect and reinforce your client's brand through effective use of web to print templates.



### Client Retention

Web to print introduces the opportunity to build long term relationships and introduce higher value products.

## What customers have told us

“ I think it's great that you do undertake custom work as it gives us a wonderful opportunity to try new things and eventually, you'll have one of the best, most unique and most versatile off-the-shelf products out there. ”

- Flexpress

“ We have been delighted with the service received from Francis and the whole team at Flex 4...We would highly recommend Flex 4 and are looking forward to working with David, Francis and the team long into the future. ”

- Floorplanz

## Find out more...

Contact us today to arrange a free demonstration and find out how OPS Print eCommerce website can help boost your business!

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