

Now your **newest** customer representative works around the clock.

Introducing the Business Package Ordering System

The most common printing jobs seem simple and straightforward, but are often among the more tedious and least profitable. As most printers will attest, business cards, letterhead and other personalized identity pieces can be a pain to deal with.

Despite their modest size, business cards in particular are notorious for eating valuable design hours and curbing creativity. And when an internal error results in a redo, the already slim profit margin vanishes.

For these reasons, many printers view these jobs as loss leaders — a simple service that, when performed correctly, leads to larger, more profitable jobs. With that in mind, PrinterPresence is offering a new system that places the customer in charge of their business package orders.

Our Business Package Ordering System allows print buyers to submit information via simple contact forms and receive soft proofs of their business package orders online via their password-protected Customer Portal site.

How It Works:

- We do all of the work. We'll prepare the templates of your customers' business cards, letterhead, envelopes and memo pads.
- Once these templates are online, your customers submit their variable information via a simple contact form within their password-protected Customer Portal site.
- A soft proof immediately appears on screen. If there are any changes, they can resubmit the correct information.
- Once the information is correct, they submit their order and you'll receive a press-ready file for production.

www.printerpresence.com
toll free 800-249-0121

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PrinterPresence is a product of Digital IMS.

PRINTER
presence

The Best Printer's Web Site, Guaranteed.

Business Package Ordering System

Benefits To You:

- **Customer retention is increased.** By providing this additional service to key customers, you make their life that much easier. Will a print buyer be as likely to price shop when you've saved them valuable time in the proofing and ordering process?
- **The system is proprietary to you.** At no time during the ordering process will customers leave your Web site, nor will alternate names or logos appear on any pages visited by your customers.
- **We take care of the work.** Once the templates have been established, your designers are free to focus their time elsewhere. This results in significant labor savings.
- **Internal errors are eliminated.** This system makes customers responsible for submitting correct information and proofing their own work. No longer will small typos lead to redo expenses.
- **Purchasing made simple.** Organizations with a large staff and steady turnover can make business package orders very complicated — especially when they employ multiple print buyers. This system centralizes ordering, making the purchasing process easier on both parties.
- **No software to install.** The entire system is housed on our secure servers. There is absolutely nothing to install or new applications to learn.
- **Automatic upgrades.** Future upgrades and system enhancements are included as part of the monthly subscription fee.
- **No transaction fees.** We don't punish you for generating more business on your Web site. You are free to use this tool as much as you'd like. There's just a simple, monthly subscription fee.
- **Variable printing templates.** Customers can submit information for as many employees as they like, with variable quantities for each. This includes business cards, letterhead, envelopes and personalized memo pads.
- **Press-ready files.** After customers proof and submit their order for production, the final product is ready for production. This convenience results in a savings of time and labor for you.
- **Support and training are available.** This system is incredibly easy to use, but we understand that additional assistance is sometimes necessary. As always, we are happy to help our clients in any way we can.

To activate the Business Package Ordering System on your PrinterPresence Web site, call

800-249-0121

or visit

www.printerpresence.com

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