

# Web-to-Print

Create, edit, approve and order customized printing online

## What It Is

ImageSet Digital's IS Direct® online ordering system combines the power of the internet with the flexibility of digital printing, allowing you to simplify print ordering, slash printing costs, reduce turnaround time, and maintain brand control.

## Why It Works

With IS Direct®, your employees or customers can order customized printing via a secure e-catalogue of templates for your frequently-ordered marketing collateral. They'll be able to edit, proof and order printing anytime, anywhere, from their own computers. And because IS Direct® provides comprehensive reporting capabilities, management has complete control over the ordering process.

And with the superior color matching capabilities of ImageSet Digital's state-of-the-art digital presses, you can be guaranteed perfect color matching of your product photos or your corporate PMS colors.

## Benefits

- Reduces overall turnaround and fulfillment times
- Reduces order processing time
- Simplifies ordering process so that even non-graphics employees can order
- Provides consistency of product, quality and price
- Minimizes the cost and waste of redo's
- Guarantees enforcement of corporate identity and design standards
- Provides purchasing control
- No software or hardware purchase necessary
- Ordering available 24 hours a day, 7 days a week

## Applications

**SALES MATERIALS:** With IS Direct®, your sales representatives can customize company sales literature such as brochures and cover letters with their personalized contact information. ImageSet Digital also offers complete fulfillment services, and can mail individual orders directly to your customer as quickly as the same day the order is placed.

**BUSINESS COLLATERAL:** For growing companies with a constantly changing staff, IS Direct® can simplify and expedite the ordering of business collateral. The creative or graphics department no longer has to be involved in ordering business cards or brochures. Managers, the HR department, or even the new employee can log on to their e-catalogue of approved templates, input the new information, approve an online proof, place an order, and receive their business cards within days.

**MULTI-LOCATION SOLUTIONS:** IS Direct® provides the means for resellers, franchisees, or remote locations to provide customers with regionalized product literature customized with their logo and contact information. And with IS Direct, you'll never need to worry about the misuse of company logos, fonts, colors and graphics.

**BUILD-A-BROCHURE:** IS Direct® allows you to create a custom product brochure or catalogue for each of your customers. You'll be able to select features or products specific to your customer's needs. We can even set up an e-portal which allows your customer to build their own brochure, which we can mail directly to them as soon as the order is placed.

## How We Can Help

ImageSet Digital has the technology, the staff, and the production capabilities to make IS Direct® work for your business. Call us today for a live on-line demo of how this powerful new solution can revolutionize the way your company orders printing.

