



## W2P, Defined

Web - 2 - Print or W2P is a way to procure printing and other marketing materials for your organization efficiently and easily through a custom built storefront on the web.

1IG Print has been designing and managing W2P storefronts for over ten years. It has become one of the primary mechanisms for ordering printing, wide format signage, promotional products, direct mail and even downloading files for a wide variety of customers and industries.

Explore our very own custom designed site and feel free to order some of our marketing materials.

Enjoy!

## Benefits of W2P

W2P storefronts can benefit purchasers, marketing departments, and entire companies in a variety of ways. Here are just a few of the major reasons our customers invest in W2P technology:

- **Speed** - in minutes, a user can log in to their own custom site and order marketing materials, design variable direct mail, typeset business cards and ship them anywhere in the world.
- **Ease of Use** - if a user has ever shopped on the web, they're trained. It's a very simple, easy-to-navigate site designed around the customers needs and branding.
- **Distribution** - if you have several products you need to get to multiple locations or people, W2P is the most efficient way to deliver your marketing tools.
- **Organization** - rather than working out of boxes out of storage room or multiple warehouses, you can organize every single marketing tool in one virtual location. W2P will not only automate your delivery of the product but it will help you stay organized as well.
- **Reporting** - knowledge is power and the more data you can pull on inventory, usage, order history and order volume, the better.
- **Simplicity** - W2P has solved many challenges companies face with one simple solution.

### Is W2P a Good Fit for My Business?

Most companies can benefit from a W2P solution. Creating a site to provide for business card ordering is enough to justify a basic storefront investment. However, there are significant cost savings and realized efficiencies when companies have one or more of these characteristics:

- Two or more office locations
- A sales force that requires marketing materials and are located away from HQ
- A need to distribute marketing materials to several resellers, dealers or franchisees
- A direct mail program that they would like to automate and have custom control over design

### How Long Does it Take to Implement?

Most sites can be designed start to finish in two - four weeks. Some may take longer due to their specific needs. Because our sites are tailor-made to our customer's needs, we undergo a thorough initial planning phase to tease out the best solution.

