# ColorGATE

# CG Web to Print

The professional solution for your LFP online shop already available starting from € 199 net a month!

- ▶ Reduce costs
- ▶ Save time
- ▶ Build customer loyalty
- ▶ Increase sales

**edp** 2011
European Digital Press Awards
BEST WEB TO PRINT SOFTWARE

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*Committed to Color*

## Print: More in demand than ever before

Even though, or perhaps exactly because, we now live in the digital age, it's impossible to imagine life without print media. Whether it's banners or posters, catalogs or brochures: whenever it's important to give things "a special look and feel", print media play a central role. That's why, in actual fact, more is printed today than ever before – but in print runs that are getting shorter and shorter, making it easier to continually update information. Personalization and individualization are key.

Within just a few years, the print services sector has undergone rapid change. Choose CG Web to Print – and you will be among the winners in these challenging times!

## CG Web to Print – the professional solution for your LFP online shop

- ► Optimized customer care
- ► Attractively presented product portfolio
- ► Automated production processes
- ► Commercial processes made much simpler
- ► Improved cost efficiency
- ► 24/7 service, 365 days a year
- ► Presented completely in your own corporate design

**The new standard for your standard products**
Offer the complete spectrum of popular LFP products, including:

- ► Posters
- ► Banners
- ► Displays
- ► Roll-ups
- ► Pop-ups
- ► Framed canvas prints

with CG Web to Print and take advantage of fully automated production processes.

*"Ramp up your business with CG Web to Print using automated processes from preparing quotes right on up to invoicing!"*

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## CG Web to Print ASP – Great business opportunities right from the start

On the basis of an extremely inexpensive Pay-per-Print model, CG Web to Print ASP offers you a top-class range of functions designed for efficient job processing:

- ▶ Automated quote preparation
- ▶ Online order acceptance
- ▶ Administration and configuration of your product portfolio
- ▶ Set-up of open shops
- ▶ Set-up of closed shops with password protection and customized service offers
- ▶ Support of all popular methods of payment
- ▶ Appearance can be individually adapted to your own corporate design
- ▶ Automatic verification of PDF data received
- ▶ Optimum compatibility with all standard RIP software
- ▶ Shipment tracking, approval processing
- ▶ Inclusion of your own image databases
- ▶ JDF interface to transmit data to your production with ColorGATE RIP software
- ▶ Maximum data volume of 4 GB

ASP stands for Application Service Providing: in other words, you use the complete software very conveniently via powerful server technology, always in the latest version. You don't even have to think about such topics as administration, data backup or server rental.

*"Simply perfect: thanks to CG Web to Print, I can reduce my costs – and still provide outstanding, error-free quality at the same time!"*

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## Unrivaled the world over: 12 million images available at one click of the mouse

Select the image that is your personal favorite from up to 12 million photos in professional quality with a mouse click and produce it directly as a poster or canvas print, for example: CG Web to Print is the only software that allows you to make this internationally unrivalled, top-class service available to your customers.

Simply add the corresponding module to your CG Web to Print license so that your customers can access the virtually inexhaustible resources provided by the internationally active Fotolia stock photo agency from your online shop.

Convenient search options by genre, key word or catalog number make the selection process a breeze. Thanks to fully automated invoicing for the customer, all the costs, including the fees for using the Fotolia images, are presented clearly and transparently.



Millions of outstanding image ideas for private use

Simply design and produce effective advertising yourself – with CG Web to Print



*"Huge selection of images in professional quality for direct large-format production – you won't get that anywhere else except with CG Web to Print!"*

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## CG Web to Print Unlimited – Unlimited possibilities in the LFP sector …

The name says it all: With CG Web to Print Unlimited, there are no limitations, neither in data volume nor in the product spectrum. After all, our premium product also includes a powerful PDF editor that your customers can use to edit personalized large-format print products all on their own – without having to learn how to use any complicated graphics software. Thanks to the templates already stored, the print data produced always reflects the customer's own corporate design.

Translations, updates and corrections can also be made with very little administrational effort. Your customers can freely define work processes and user privileges. The result: your customers will be thrilled – and you save valuable time on every order.

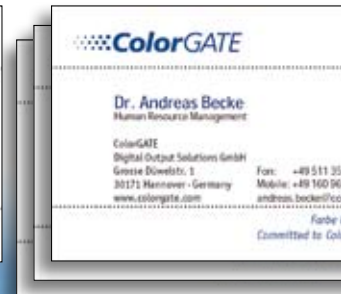Needless to say, CG Web to Print Unlimited also supports the parallel operation of open and closed shops.

## … and the same goes for job printing

Thanks to the integrated PDF editor, CG Web to Print Unlimited is also simply ideal for the convenient, time-saving design and compilation of job printing directly in the online mode:

▶ Brochures, flyers
▶ Catalogs
▶ Ad campaigns
▶ Office stationery
▶ Business cards

**This is what production looks like today:**

**Efficient, on demand, up-to-date in short print runs – CG Web to Print makes it possible!**

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## Looks just like your own corporate design

ASP or the Unlimited version: Of course you can adapt the homepage of your new LFP online shop to look exactly like your own corporate design. And there are also many different ways in which you can customize the design of the CG Web to Print pages; here are a few suggestions.

*"Great! With the CG Web to Print concept, I can make the new shop offer look exactly like my homepage."*

## Order processing made easy

The what-you-see-is-what-you-get preview makes it easier than ever before for your customers to take all the time they need to examine the products they have designed themselves.

A concise list of all the items to be ordered can be seen at a glance in the shopping basket. Now the shipping and billing address has to be entered, the desired method of payment and the shipment mode indicated – and then simply click the order button. That's all the customer has to do.

And it gets even more convenient for you: All the following steps from order generation to data checking, the production of the master copy and the data transfer to the RIP right on up to invoicing and the charges made to the customer's account are processed fully automatically. It can't get much easier than that to make money, can it?

*"This is what production looks like today: Efficient, on demand, up-to-date in short print runs – CG Web to Print makes it possible!"*

## Convincing Performance – Unbelievable Price

Other Web-to-Print systems cost EUR 25,000 and more in annual licensing fees. In contrast, the basic fee for CG Web to Print ASP is an unbelievable EUR 199 a month, with just 2 to a maximum of 5 percent in transaction costs, depending on the order volume.

And it gets even better: With the exclusive CG Web to Print ASP basic flat rate, you can cover all the licensing and transaction costs in full – for only EUR 499 a month net!

**Unique: Our flat rate for CG Web to Print ASP**

All licensing and transaction costs covered for only € 499 a month net*

*Price for the basic system plus VAT/sales tax; further service and support fees are charged for licensing optional extension modules or for an upgrade to CG Web to Print Unlimited

## Modular extension options

CG Web to Print is modular in design and can be easily adapted to meet your specific requirements at any time. Take advantage of such additional options as:

- ▶ Walldesigner for wallpaper
- ▶ Export for MIS systems via CSV or XML
- ▶ Integrated interface to Fotolia image database
- ▶ User creation of business cards, catalogs, etc.
- ▶ Expanded import of Office documents, incl. conversion to PDF (Microsoft Word, PowerPoint)
- ▶ Online annotation of PDFs by several different users

**The optimal solution, exactly what you need to fit your profile!**
CG Web to Print ASP or Unlimited: Which version is the best solution for your requirements profile? How can individual production processes be planned and automated even better with CG Web to Print and Productionserver 6, the award-winning RIP software from ColorGATE? – Our regular CG Web to Print workshops focus on these and many other topics concerning the actual use of these systems. We would like to invite you to attend. You'll find a list of the current dates at www.colorgate.com

**::::ColorGATE**

*Productionserver 6*

Simply more productive

# ColorGATE

ColorGATE RIP software supplies outstanding solutions for maximum productivity, perfect process management and optimum workflow in the fields of imaging, printer drivers, digital proofing, Computer-to-Plate (CtP), Web-to-Print (W2P), Print-to-Cut, large-format printing, campaign printing and textile printing as well as industrial inkjet applications.

ColorGATE Digital Output Solutions GmbH is a leader in the development of powerful ICC profiles and printer drivers for a wide variety of different printing systems and digital printing application areas. The multiple award-winning ColorGATE RIP software, which regularly receives top marks in certification tests, supports the spectrophotometers, cutting tables and cutting plotters of all the well-known manufacturers, thus setting new standards for professional color management.

The company, which was originally formed in 1997, has access to an extensive international service and sales network. Cooperation with authorized sales partners guarantees support designed to meet practical needs.

ColorGATE

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