

# WEB-TO-PRINT STOREFRONTS:

Creation, Customization and Implementation



HOW DO YOU  
ORDER YOUR PRINT MATERIALS  
ON A TIGHT DEADLINE?

WHAT DO YOU  
DO WHEN  
YOU RUN OUT OF  
PROMOTIONAL PRODUCTS?

COULD YOUR  
PROCESS BE SIMPLIFIED?

## What is a Web-to-Print Storefront?

To put it simply, web-to-print storefronts are the fastest, most cost-efficient method for ordering your company-branded print materials.

A web-to-print storefront provides users (employees, distributors, etc.) with the power to customize and order materials 24/7.

The days of tracking inventory, ensuring newly-ordered products stay within company brand and paying fees for last-minute orders are over!

There are new, online systems available to help you manage these tasks all in one place.



## What Can Web-to-Print Storefronts Be Used For?

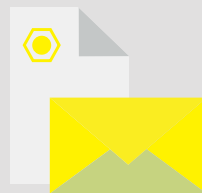
A web-to-print storefront is an effective tool for customized material—especially repetitive product orders. From simple to complex deliverables, anything you need can be added to your system for automated production.

The time-consuming task of ordering and distributing materials can now be executed with the click of a button!



### Print Collateral

Brochures, Posters,  
Flyers



### Standardized Collateral

Letterhead,  
Envelopes, Business  
Cards



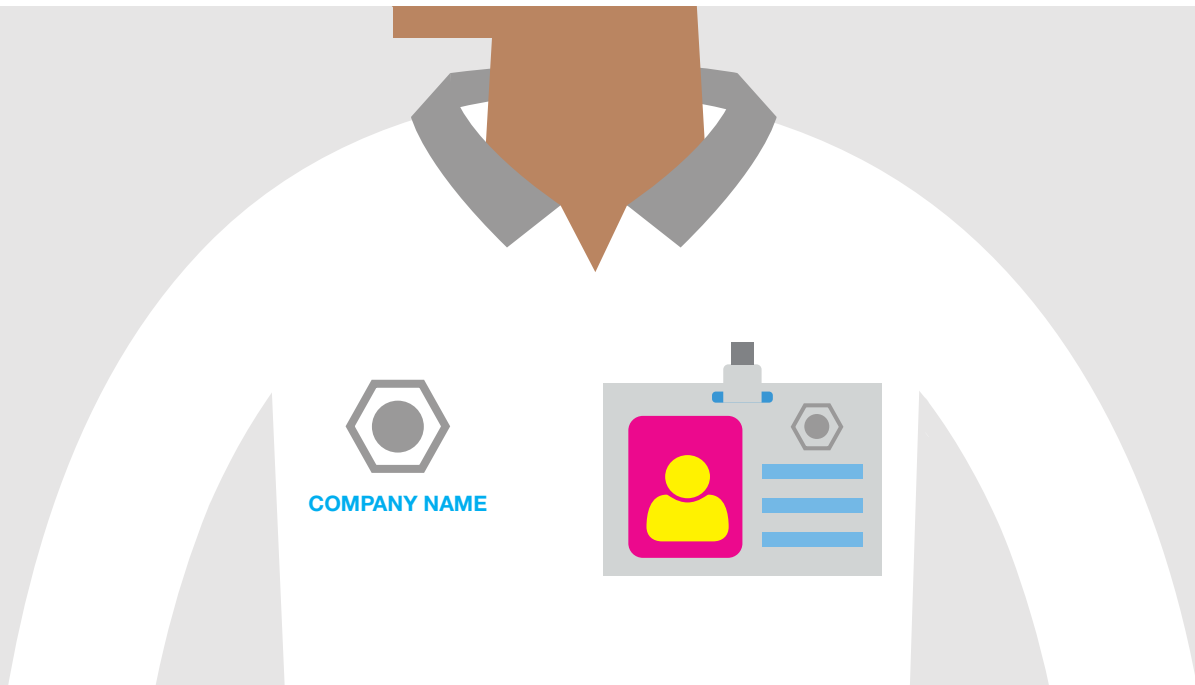
### Promotional Products

Apparel, Wearables,  
Gifts

## Find it All in One Place

Online storefronts can **manage everything from product info to fulfillment**. To streamline your company's process, be sure to choose a provider that can manage it all—down to the shipment of materials. Metzgers' storefronts offer **support from start to finish!**





## One Size Doesn't Fit All

**Do you provide employees with a branded name tag or uniform?** A storefront can streamline the onboarding process in a timely manner, making it easy to order apparel that's the perfect fit.

### Web-to-Print Storefront Customization

With a web-to-print storefront, users can log in and customize materials before placing an order. But don't worry, this doesn't mean authorized employees have the power to customize *everything* provided in your storefront.

The owner or management of the storefront has complete control over branded elements, with the ability to limit customization and approve orders. In fact, there are different user levels—and you can control the limitations and access of each user.

At Metzgers, we don't limit your products to simple customization. Everything is unique! (Did you know we offer embroidery, too?)





### **Storefront Owner**

Typically marketing or accounting personnel; they have access to orders placed, inventory levels and reporting



### **User**

All users have customized levels, so you can determine which products and materials they have access to, as well as give them a spend and order limit



### **Read-Only User**

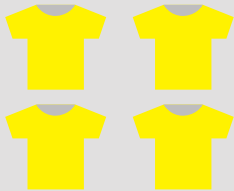
Employees can browse and view items, but do not have the ability to place an order

## Customization on All Levels

One user may have access to the entire storefront, while another may only have access to one section. This customization is beneficial for corporate companies with multiple branches, as all of them may not use the same materials.

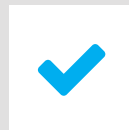


The products and user levels aren't all that can be customized—your company also has the power to set up the storefront in a way that best suits your needs. Internal processes can be implemented into the storefront, ensuring the correct people authorize and approve the activity within.



### **Buying Process**

Who can make purchases? Is there a limited quantity?



### **Approval Process**

Who has the final say on the customized product?



### **Accounting Process**

How will you be billed? Is there a spend limit?





# The Benefits of Web-to-Print Storefronts

Having a web-to-print storefront provides fluidity to the internal processes of ordering and distributing branded materials. The demanding workload is now out of your hands! This online system enables your company to:



## Increase Order Accuracy

When creating a company order from scratch, you risk errors and delays. With a web-to-print storefront, you reduce internal time spent tracking, waiting and even redoing orders.



## Decrease Excess Inventory

Who doesn't want to cut down on inventory? When using a web-to-print storefront, you no longer have an excess of products becoming outdated or waiting to be utilized!



## Cut Down on Material Costs

In the long run, your company is saving money on printed materials and products, as individual orders can be costly—especially when they're small. Plus, you can eliminate rush fees for last-minute requests.





### Take Advantage of User Flexibility

A web-to-print storefront allows you to set a minimum or maximum, or even order by lot size. You can also grant users the ability to backorder or view how much inventory is available.



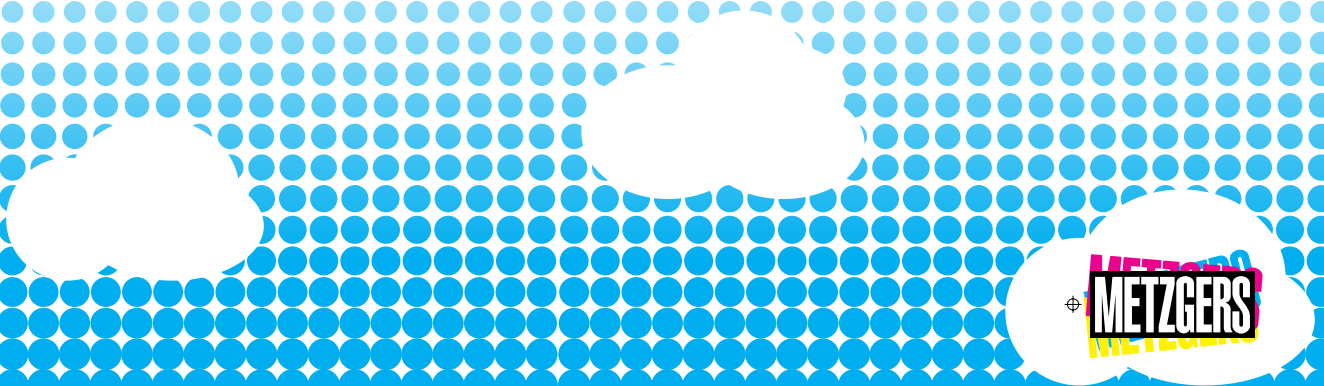
### Customize Your Platform

At Metzgers, every storefront is customized, and we'll show you how to use it through in-person or online training. And if your team would wish to change the structure or a setting within your company's storefront, making edits is simple and they can be implemented quickly.



### Utilize a One-Stop Shop

Everything is available—all in one place. With a web-to-print storefront, you can streamline your internal ordering processes, which offers many administration and accounting benefits.







An example of a time-intensive and ever-changing printed piece that benefits from storefront management is a membership directory. Does your organization have one?

What happens when a new member is added to your team or organization? How is their contact information added to the system? Are all of your prints now outdated?

If you have a web-to-print storefront set up, your contact system can sync with the storefront management system at a frequency that ensures your information will be up-to-date the next time a directory order is placed. This can be daily, weekly, monthly—it's up to you!

[Up-to-date materials should be standard.](#)

And with a web-to-print storefront, an overall streamlined process is possible!

Our clients' web-to-print storefronts send data to the system on a nightly basis, generating updates immediately!



# Getting Started with Your Web-to-Print Storefront

If you believe that a web-to-print storefront can benefit your business, start by choosing a provider. Consider how you'll be using the system to ensure your storefront provider can meet your needs.

Metzgers has storefront clients from all fields—architecture, health care, aesthetics, higher education, retail and more! Corporate or not, we can ensure that being able to order everything you need in one place will be convenient, cost-effective and efficient.

Your process with Metzgers will start with a live meeting, demo or webinar, in which you'll be guided through the following:



## Establish the Purpose

Why is your company using a web-to-print storefront? How will it benefit you?



## Outline Your Plan

Metzgers can help you outline a plan to reach your goals, as well as address any challenges that may be present. Oftentimes, our clients start with print collateral or stationary and then add in promotional products and other materials at a later date.



## Choose Your Items

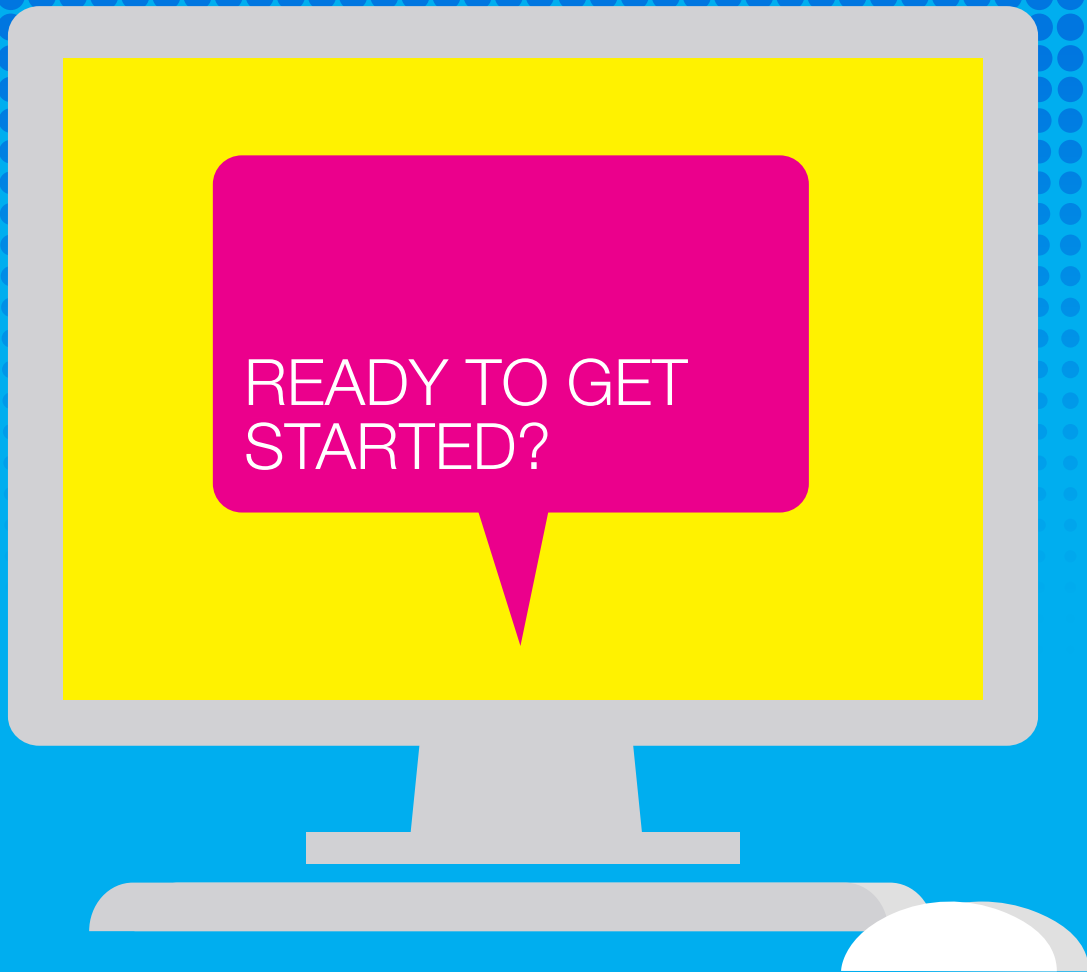
What will be available in your storefront? Your account manager will help you create these products and think of items you may not have considered.



## Discuss Users and Levels

Decide who manages user permissions, who has access, what level of authorization power users have and where the storefront will exist (intranet, customer portal or corporation-facing site).





Contact a Metzgers account manager to begin working on your **customized web-to-print storefront!**



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