

workFLOWZ

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dotgain : THE
.org : INDUSTRY
: DIGITAL
: RESOURCE

workflows

web2print

past, present & future

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.org : INDUSTRY
: DIGITAL
: RESOURCE

web2print

past, present & future

The logo for 'workFLOWZ' is displayed in a blue, sans-serif font. The word 'work' is in a standard weight, while 'FLOWZ' is in a bolder weight. Below the text, there is a faint, light blue reflection of the word 'workFLOWZ'.

"Men's courses will foreshadow certain ends, to which, if persevered in, they must lead," said Scrooge.

"But if the courses be departed from, the ends will change."

- A Christmas Carol, Charles Dickens

web2print
past, present & future

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What does it all mean?

web2print

past



Web-to-print, also known as Web2Print or remote publishing, is a commercial prepress process that bridges the gap between digital content online and commercial print production. This process allows a print house, a client, and possibly a graphic designer to create, edit, and approve computer-based online templates during the prepress phase.

This process increasingly calls for a Portable Document Format (PDF) workflow environment with output provided by digital printing; although there is certainly no requirement that fulfillment be accomplished using digital production equipment; Web-to-print is also used today by printers with both offset and digital production facilities.

Wikipedia®

web2print

past



Web-to-print is targeted toward commercial users or to the general public, and both groups may access public or private online storefronts or catalogues offered by print houses. Within these storefronts, customers can choose pre-designed templates where they can alter the typeface, copy, images, and layout within a template, or approve a template layout and design that has been created by another person.

While most Web-to-print applications allow clients to customise pre-designed templates it also frequently possible for clients to upload their own unique content for automated print production. When a digital press is used for the final output, the template usually is transformed into a PDF file that serves as the ‘master plate’ for the digital press. In more traditional printing processes, like offset printing, the template is used to create a plate or plates that are used to produce the final printed product.

Wikipedia®

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past



Materials produced by a Web-to-print process include business cards, brochures, and stationery, among other printed matter, that can be printed in full colour or in black and white on various papers and on various presses.

Web-to-print systems are also expanding to handle personalisation and distribution of other marketing materials such as presentations, seminars, logo items, and even email and other electronic media. This change is driven by enterprise clients seeking a single repository/tool to manage all marketing efforts including print.

Wikipedia®

web2print

past



Origin of the phrase...

The origin of the phrase "Web to Print" is unknown, but Jim Frew made the earliest known public use of the phrase in an online article entitled, "From Web to Print," for Webmonkey, an online resource for Web designers, on 9 February 1999.

This article was geared toward Web designers who wanted to know more about DTP and the printing process from commercial, technical, and design aspects.

Wikipedia®

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What does it mean for you?

web2profit

present

2008-09 Moonpig reported a profit of £6.7m on a £20m turnover. Turnover grew to £30m in the year to April 2010.

Moonpig has just 75 employees.

same business model = maybe
similar functionality, but for professionals = YES

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moonpig.com
woonbid.com

web2profit

present

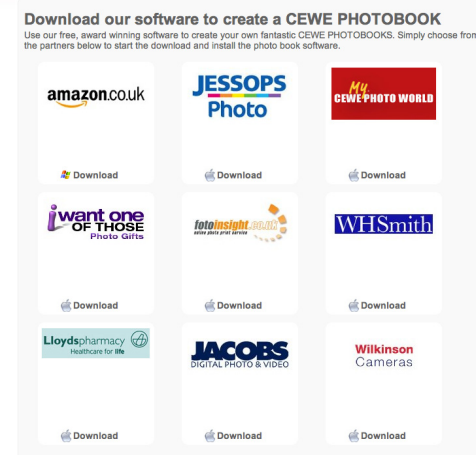
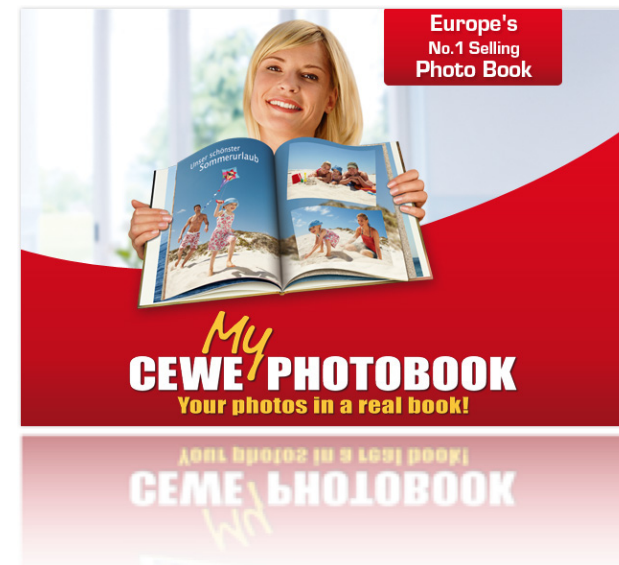
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CEWE Color - Home of Europe's No.1 Photobook

CEWE Color produced over 2.64 million CEWE PHOTO BOOKS in 2008 and is the world's leading photo-finishing company.

Founded by Senator H.C. Heinz Neumüller in 1961 in Oldenburg, Germany, CeWe Color has long left its humble roots as small photographic studio behind. CEWE Color UK is based in the heart of Warwickshire and is equipped with the latest photo book printing and binding technology.

CEWE Color develop over 3 billion color photos every year! If each of these prints were 6x4" in size and laid out in a single line, the result would be a strip of photos over 280,000 miles long! You could wrap it around the earth almost 10 times!



web2profit

present

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Target Markets:

- ▶ **B2C : Business 2 Consumer**
- ▶ **B2B : Business 2 Business**
- ▶ **Internal: local authorities, brand owners**

web2profit

present

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Target Markets:

- ▶ **B2C : Business 2 Consumer**
you need a huge marketing budget
- ▶ **B2B : Business 2 Business**
build on existing contacts/contracts
- ▶ **Internal: local authorities, brand owners**
find a niche - whatever your market

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B2C:

- ▶ Photo Books - Year Books - Scrap Books
online or offline?
- ▶ other Photo items
Taopix, DigiLabs, iPhoto etc
- ▶ Greeting Cards, Calendars
Funky Pigeon, Hallmark, YooDoo
- ▶ Personalised Books
Penwizard (Chorion)



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B2C - B2B crossover:

- ▶ Prospectuses
University of Surrey
- ▶ Corporate Stationery
Vista Print
- ▶ Corporate Communications
Phones, Cruise Liner



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B2B:

- ▶ **Corporate Communications**
FedEx, DHL (Prime Group)
- ▶ **Online artwork generation**
Retail and POS
- ▶ **Personalisation**
DirectSmile, XMPie - integrated cross media
- ▶ **Customisation - Brand Management**
CHILI Publish, one2edit, iBrahms
- ▶ **Localisation**
PAGL - Storepoint

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It's not a magic wand !

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Things to consider...

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what about:

- ▶ e-commerce
- ▶ data protection
- ▶ finishing & distribution
- ▶ tracking and reporting

web2punters

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what is your target market:

- ▶ marketing to attract consumers
- ▶ strategic partnerships (Penwizard)
- ▶ how long for return on investment
- ▶ consumers are fickle

web2professionals

present

what is your target market:

- ▶ build relationships
- ▶ build on existing relationships
- ▶ clients are no longer loyal
- ▶ don't be afraid to engage suppliers

web2products

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what technology to adopt:

- ▶ existing capabilities
- ▶ scalable and future proof (roi term)
- ▶ new investment
- ▶ Return on Investment timeframe

Canon



efi™
essential to print™



Kodak



KONICA MINOLTA



RICOH



xerox



web2products

present

what print technology:

- ▶ Toner, inkjet or traditional offset Litho
should we care?
- ▶ yes as some give added value...
sheet sizes, paper stocks, speed, spot colours,
varnish, dimensional ink, durability
= key differentiators

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what speed do you need:

- ▶ 3D = Data, Design and Deploy
- ▶ speed of template development
- ▶ speed of composition, size/batching
- ▶ how many, how often & peak periods

web2~~x~~preview

present

technology an enabler:

- ▶ enter your text, make your selection
hit preview for approval process
- ▶ Quark XPress and Adobe InDesign

VS

XML to Flash/Flex - WYSIWYG preview

web2production

present

what else:

- ▶ integration with backoffice and MIS
- ▶ many MIS have w2p capabilities
- ▶ is w2p part of something bigger
- ▶ Staffing, training and recruiting...
creative, production and sales teams

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Where to get the answers

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Talk to your suppliers

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talk to everyone:

- ▶ it's all about planning
- ▶ be strategic not reactive
- ▶ is me2 4u?
- ▶ and of course talk to us, its not too late!

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"Lead on!" said Scrooge.

"Lead on! The night is waning fast, and it is precious time to me, I know. Lead on, Spirit!"

- A Christmas Carol, Charles Dickens

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thank you

and Merry Christmas Everyone !

www.workflowz.com

www.collectiv3.co.uk