

Web to Print

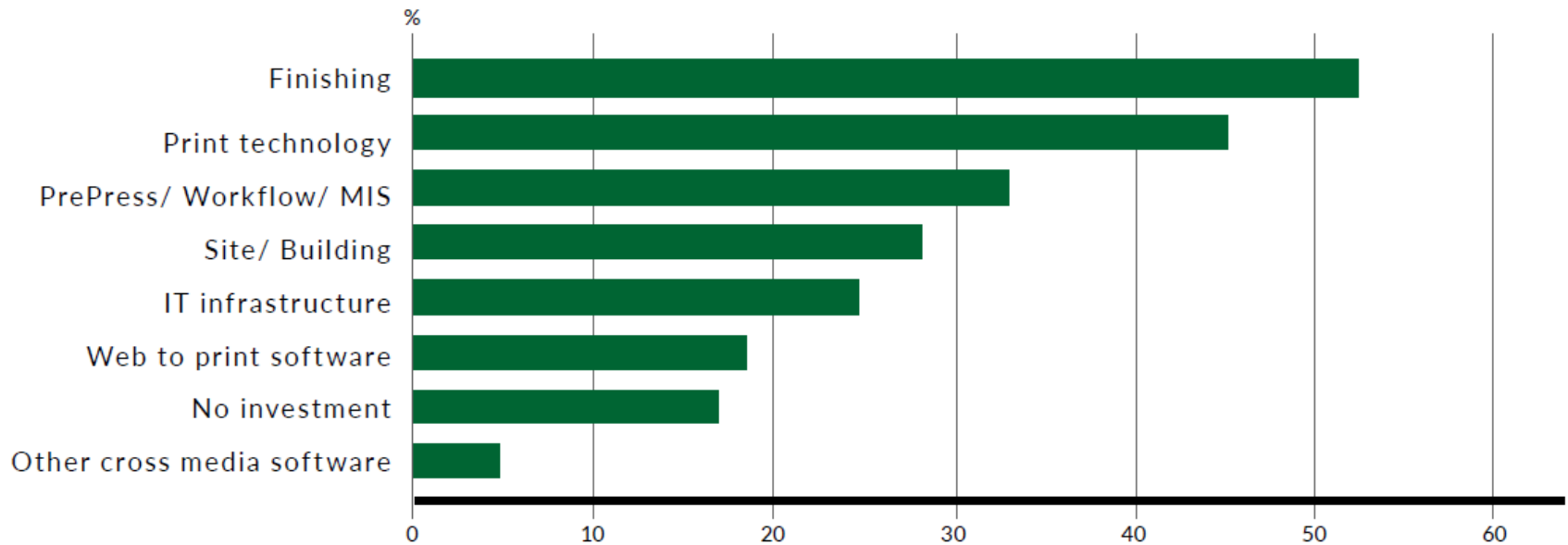
W2P

What and Why?

- A solutions to grab higher print consumer market
- A market expansion in B2C rather than B2B
- Direct print orders by people avoiding the vendor/intermediate service provider loop

Why it is an emerging trend?

Capital Expenditure targets 2019



Source: drupa Trend Report 2019

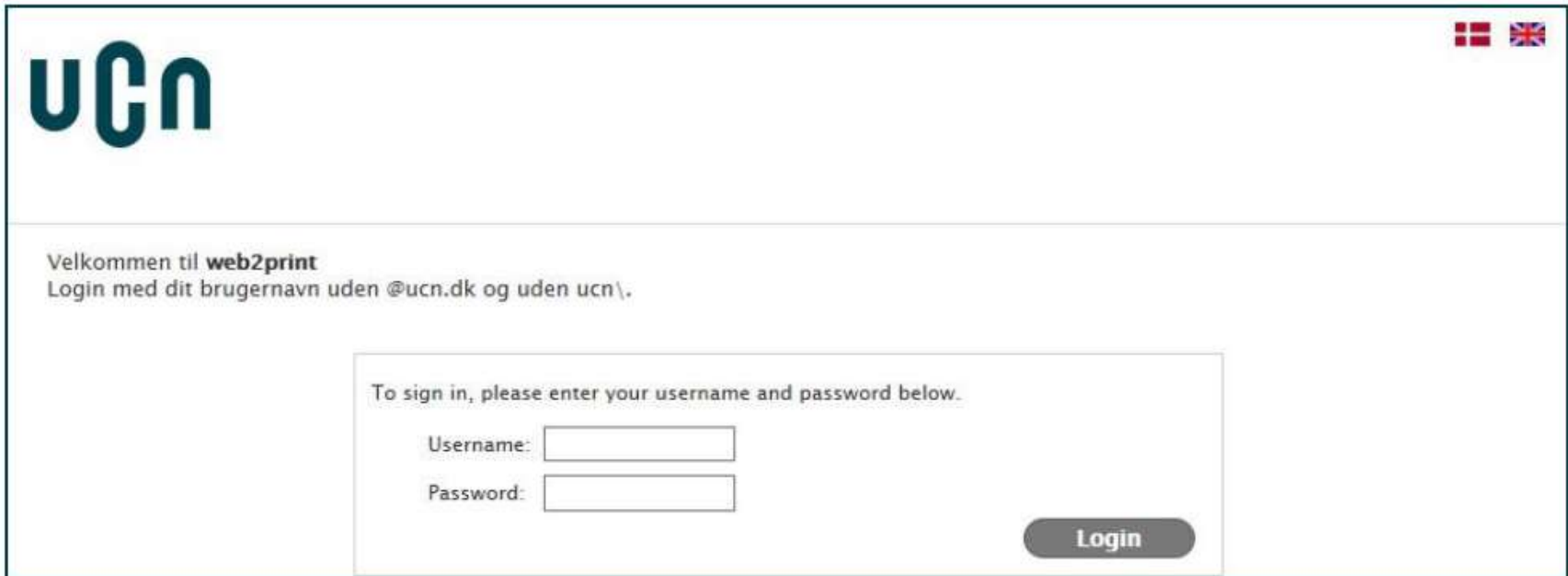
Some developments

- Online print shops
 - Vistaprint
 - PhotoBox
 - Moonpig
 - Coprint Pro by Vpress

Some advantages

- Can meet the challenges related to geographical boundaries
- Lower sales and marketing cost
- Automation
- Round the clock service
- Improved cash flow
- An advanced approach to print-on-demand (POD)

A real example



ucn

Velkommen til **web2print**
Login med dit brugernavn uden @ucn.dk og uden ucn\.

To sign in, please enter your username and password below.

Username:

Password:

Login

Your print job has been added successfully. It will be processed automatically in a moment.

Upload Document To Print

Gennemse...

Supported documents include Microsoft Office, OpenOffice, PDF, JPG, GIF, PNG, TIF.

Next >

| Date/Time | Filename | Pages | Status |
|----------------|--|-----------------------------------|------------------|
| 11-04-19 08:08 | Test.docx | 1 | Awaiting release |
| | To print this job, select a printer below: | | |
| | <input type="checkbox"/> Skyprint Black / Sort | <input type="checkbox"/> Advanced | |
| | <input type="checkbox"/> Skyprint Color/Farve | <input type="checkbox"/> Advanced | |

| Date/Time | Filename | Pages | Status |
|----------------|---|-------|----------|
| 11-04-19 08:08 | Test.docx | 1 | Printing |
| | Your print job has been sent to the selected printer successfully. | | |

To print this job, select a printer below:

Skyprint Black / Sort Advanced

Number of copies:

Print from page to

Double-sided print (works only if the printer supports duplex):

- None
 Long-side (most common)
 Short-side

Print in black/white even if document contains color:

Some expansion verticals

- Banks
- Pharmaceuticals
- Corporates
- NGOs/PSOs
- Academics/Institutions
- Expansion in B2B