



Key Benefits

Customize your online stores

- Easy to configure and localize
- Skin sites with a Wizard or CSS
- Promotional ad spaces
- Brand management controls
- Powerful document customization options
- Produce as many unique stores as you want

Offer a wide range of products

- User-uploaded PDFs
- Static documents
- Variable print documents
- Kits
- HTML emails
- Fulfillment items (pens, mugs)
- pURL microsite campaigns

Sell with comprehensive e-commerce capabilities:

- Online pricing
- Credit card, purchase order and cost center support
- Discount codes
- Tax support
- Shipping quotes
- Ship to multiple addresses

Use advanced workflow controls

- Configurable user groups
- Granular access controls
- Multi-level order approvals

Grow with an enterprise architecture

- Mature APIs/SDKs
- Clustering and load balancing
- Failover

Use Web-to-Print to Grow Your Business

Pageflex Storefront is a powerful application for offering online sites to customers where they can select, customize, and order all types of documents. Pageflex Storefront enables companies to open up new lines of business, support their clients, and gain greater levels of efficiencies in their operations.

Using Pageflex Storefront, you can create and customize web-to-print sites with the look and functionality that best meets the needs of your clients. Whether you need a private brand and document management portal for a corporate customer, a B-to-B site offering document customization to all of your customers, or a B-to-C store to drive new business, Pageflex Storefront can meet your needs.

Once you develop the look and feel of your site, you can then stock it with a variety of items that can be customized by your end user, including printed products, marketing materials, and even non-print items like mugs and pens. You even can include cross-media campaigns created with Pageflex Campaign Manager in your site. Your customers can customize and order a complete marketing campaign – print, email, and personalized URLs (pURLs) – directly from your Pageflex Storefront site.



Pageflex Storefront™

Flexible Options for Document Customization

Variable products can be created using the patented Pageflex NuDoc composition engine that features our “Flex” functionality and enables designs to adjust dynamically based on the size or shape of the variable content. Variable templates also can be created using the robust design features in the industry-standard Adobe InDesign. Once the templates are created, you can add our powerful customization modules to bring the documents to life. These customization modules enable you to develop marketing materials for your clients that deliver exactly the right message to exactly the right audience.

- **Form Filling** - lets users select from text and image options that you have provided or lets them type new custom text into the form to create a customized document.
- **Data Merge** - lets users select or upload a database (typically a mailing list) to be combined with the customized document to create any number of unique, personalized documents.
- **Free Edit** - lets user edit content by selecting page objects and highlighting text directly in a document view within the browser.

Many of your clients will want to control who can access which documents and how much they can customize. Pageflex Storefront meets that need beautifully, letting you give your clients exactly the right mix of creativity and control over the document creation process. You can easily lock down required branding elements such as logos and colors while allowing sections of a document to be customized for a particular use. The end result

gives users the power to add their own information to materials that support all of your (or your client’s) corporate brand standards.

Pageflex Storefront can be seamlessly integrated with other systems, including digital asset management systems, CRM systems, mailing list databases, production workflow systems, or MIS products.



Metzgers started using Pageflex Storefront to offer Web-to-Print to our customers four years ago. Since then, Metzgers has grown tremendously and now offers our customers a full range of print and marketing services. As we have grown, Pageflex has grown right along with us, giving us the tools and technology we need to help us make the successful transition from printer to marketing service provider.



- Joe Metzger, President
Metzgers Printing & Mailing

To learn more about Pageflex Storefront and our complete range of products, contact us at sales@pageflex.com or by calling 800.551.0549 or +1 617.520.8600.