

WEB-TO-PRINT GROWS SALES

• INSTANT PRICING • ONLINE DESIGN • FULL ECOMMERCE • B2C & B2B STOREFRONTS, PORTALS • INTEGRATED PREPRESS & ACCOUNTING

W2P = US\$1B SUCCESS



- 1995: VistaPrint founded on self-service business cards
- 2001: VistaPrint turns a profit
- 2012: VistaPrint revenue = \$1 billion¹

W2P = MORE SALES

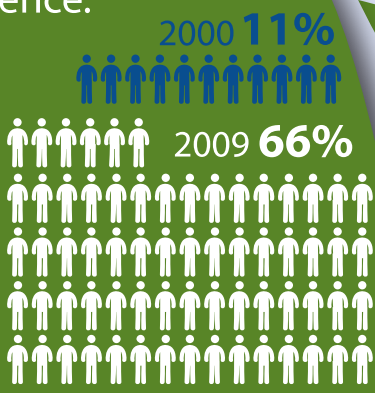
- Print buyers want fast pricing. W2P = instant price
- Quotes within 5 minutes 21x more likely to result in a sale than one in 30 minutes²



W2P = MORE PRINT BUYERS

Print buyers *like* convenience.

- W2P submission grew 6x since 2000 (USA)
- 50% of print shops now offer W2P submission⁴



Print buyers using W2P

W2P = MORE SAVINGS

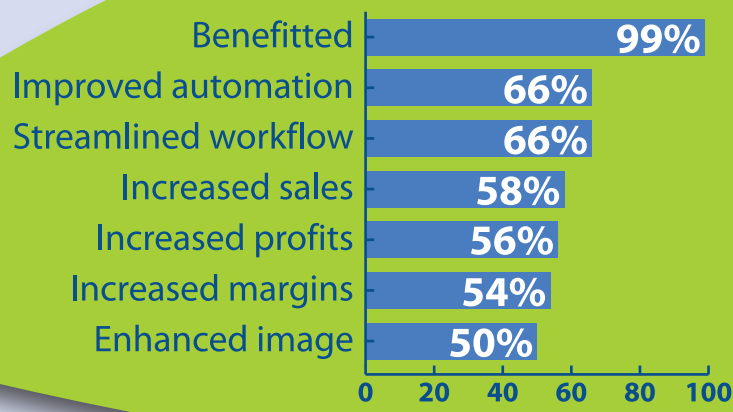
Online order processing is less expensive.

- Retail: costs \$21 to process
- In-house: costs \$17 to process
- W2P: only \$3.80 to process³

Savings per order processed

\$13-\$17

W2P = MORE BENEFITS⁵



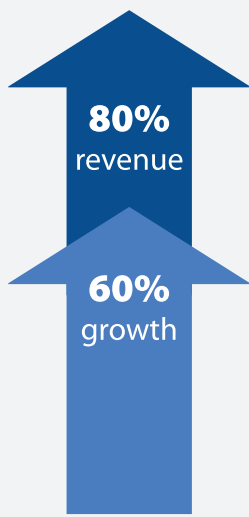
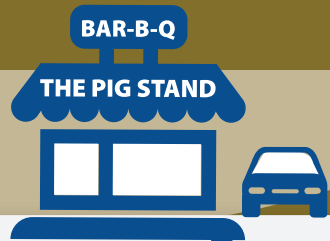
W2P IS NOW COMMON & POPULAR

- Instant printing
- Online design
- Full e-commerce
- B2C and B2B storefronts, portals
- Integrated prepress
- Integrated accounting

THE ROOTS OF WEB-TO-PRINT

CUSTOMER CONVENIENCE

1921 First drive thru



80% Drive thru vs. eat in



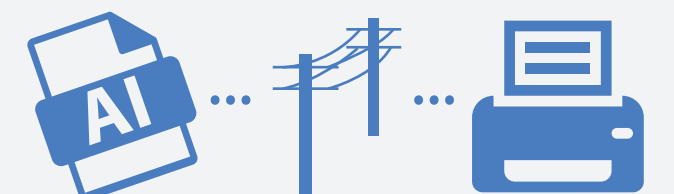
1998 Web-to-Print



'What You See Is What You Get' desktop publishing (WYSIWYG DTP) grows with postscript laser printers, Adobe Illustrator, Aldus PageMaker and CorelDraw.

3 easy steps
POINT, CLICK, SEND

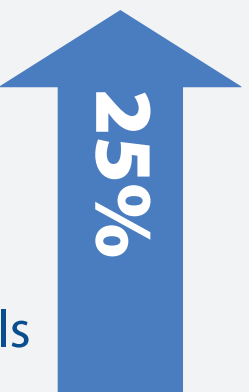
Online ordering | Online file transfer
Print delivered to your door



1968 "We never close!"



3 million by 2016



Superior service with the same staffing levels

1995 Amazon.com



AMAZON



1997 Netflix



1 billion NETFLIX MOVIES SERVED



ALEYANT.COM | PRESSERO.COM | EDOCBUILDER.COM

Sources: 1. Wikipedia, 2. Lead Response Management, 3. InfoTrends, 4. MyPRINTResource, InfoTrends, 5. NAPL, PIA
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