printQ Web to Print Solutions

printQ is the exklusive Web to Print solution from CloudLab. There are three main aspects we focused on when we developed our product:

1. The user is easily and intuitively able to use the software (usability).

2. It is modern and attractive in its appearance (responsive design).

3. It allows printing companies to fully automate their processes (workflow).

It takes only a few steps to create your online print shop with your own products and all your configuration settings.

First installation: 2013

Provider

CloudLab Sales & Management GmbH
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Reference customers

Brands speak for themselves. And, in this case, for us:
AVERY, Canon, CEWE, Cimpress, Flyeralarm, Saxoprint, Duncan Print Group, Letterpresso, Longo, offset 5020, odd Print + Medien, printmate...

Application

✓ Business-to-Business	✓ Business-to-Consumer	✗ Consumer-to-Consumer

Operator

✓ Media service providers	✓ Companies	✓ Publishers

Products

✓ Advertising material, office equipment	✓ Books, teaching aids	✓ Mercandises, promotional items
✓ Large formats	✓ Catalogues, price lists	✓ Packaging
✓ Newspapers, magazines	✓ Technical documentation	

Media channels (internal / external)

✓	✓	Print	✗	✗	Apps	✗	✗	Messenger
✓	✗	Website, webshop	✗	✗	E-books	✗	✗	Office applications
✓	✓	Online, Mobile	✗	✗	Video/Audio	✗	✗	Search engines
✗	✗	Out-of-Home	✓	✗	E-mail	✗	✗	Online marketplaces
✓	✓	E-paper	✓	✗	Social media			

Market overview Web-to-Publish systems: System information
CloudLab Sales & Management GmbH
printQ Web to Print Solutions

Features

- ✓ Closed shop
- ✓ Open shop
- ✗ E-shop in-house development
- ✓ E-shop standard system
- ✓ Printed file upload
- ✓ Print on demand
- ✓ Individualisation
- ✓ Personalisation
- ✗ Creation of publications

- ✓ Database publishing
- ✓ Online data check
- ✗ Correction workflow
- ✓ Technical workflow
- ✓ Commercial workflow
- ✗ Media asset management
- ✓ Product information management
- ✓ Web content management
- ✓ Text database

- ✓ Editorial system
- ✓ Translation management
- ✓ Marketing management
- ✗ Media planning, media booking
- ✓ Customer relationship management
- ✓ Cross-media management
- ✗ Content marketing management
- ✗ Communication

Modules

Web to print eCommerce system

printQ processes all open and closed shop orders and displays them clearly in the order book. Thanks to numerous filtering options you will always maintain your overview. This enables you to sort all orders by store, status, date of production or others.

Standalone applicable

Web to print production workflow

Print data, job folders and dispatch notes are created and integrated in the production workflow after every order. If desired, printQ can also issue standard compliant JDF-files for every printing order. This way, processes can be reasonably automated.

3D Packaging design

Allow your customers to design their packaging themselves! Within milliseconds, printQ creates the 3D model for the preview, the die cut and the canvas in the designer, HTML5-based and optimized for mobile devices, for a straightforward design experience.

Standalone applicable

3D- & live preview

printQ makes print products "tangible". Before placing their order, our customers check the final product using a high-definition screened preview, which they can freely rotate and zoom. That's WYSIWYG at its best.

Standalone applicable

OTP-editor (on the product)

In printQ customers are able to edit their print files with a modern HTML5-editor. Thanks to real time preview you work straight on your print product. This is as much control as you can possibly get.

Standalone applicable

Form-editor

Our software provides a modern and easy-to-
use form-editor with a high-definition preview, which allows you to personalize your products.

LFP Editor (Large Format Printing)

Editing of image data in large format printing works effortlessly with our LFP Editor. The system automatically crops the image to the respective size and your customers are in full control.

Upload & print products

In order to be able to configure your products more quickly and comfortably, printing specs can be clearly displayed in list format
as well as tile format. Our innovative plausibility check is able to automatically take into account printing-relevant

Dynamic, tiered & fixed calculations

With our dynamic price calculation we make it easy for you to determine pre-press, printing and post-press prices. The formulas of our calculations are based on industry standards and constants such as make-ready and run-on prices.

Responsive design

printQ is mobile-ready, and thanks to its responsiveness fit for the growing "mobile eCommerce". Of course search engine optimization (SEO) is a part of this as well.

System basis

Frontend devices	Desktop, tablet or smartphone - printQ is device-independent.
Frontend operating systems	All common systems. All printQ needs is a web browser.
Frontend web browsers	All common web browsers
Frontend technology	HTML5, PHP, AJAX, JavaScript, jQuery
Server operation systems	Linux
Server technology	PHP
Webserver	Apache
PDF engine	PDFlib
Database system	mySQL, MariaDB
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Print production interface, JDF- and MXML interface
Order systems	Printplus, SAP and many more
Databases	All common databases can be connected via SOAP and REST-API. printQ has also its own API.
Other	Magento offers interfaces to all (!) payment systems, most logistics companies as well as many ERP and CRM systems.

Licence models

Costs for system setup	The setting up costs are already included in the respective licence fees.
Buying license	✓ Our modern software solution printQ is available as a purchase version. The modular architecture of both versions renders it possible to build a tailor-made solution.
Rental license	✓ printQ is also available as SaaS version. The model consists of a one-off license fee (depending on the scope of services) and a monthly license fee for hosting and support.

Own services in the market overview

CloudLab Web to Print Services (CloudLab Sales & Management GmbH)

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These details are based on the provider's information. We do
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CloudLab Sales & Management GmbH

CloudLab offers non-stop project development: Engineering, layout implementation, implementation of desired features, changes in workflow, as well as project management. Most of our national and international customers have their origin in the graphic industry.

Provider information

Founding year	2013
Total number of employees	60
Number of employees in Germany, Austria and Switzerland	Approx. 25 in Germany
Locations	Dortmund, Germany
	Berlin, Germany
	Vaduz, Liechtenstein
	Guilford, Connecticut, USA
	Rumania
Industry specialisation	printQ is one of the most flexible standard software currently available for the online print industry. Both our software and our project development can be adjusted to match any requirement, any budget and any company size.
Certificates	

Systems and services

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