

sextonprinting

Web-to-Print Solutions



Now your printed materials  
can be produced from  
anywhere in the field.



# Sexton Web-to-Print

[www.web-2print.com](http://www.web-2print.com)

In today's marketplace, everyone seems to demand something special. Sales reps want imagery that specifically appeals to clients in their regions. Distributors expect catalogs that include just the products they carry. Dealers request promotional materials that exclusively display their company information. And finicky consumers don't bite anymore without individualized messages.

You're nodding, right? And you're probably also thinking what a time-consuming headache it is to satisfy everyone. Oh yeah, remember the brand guidelines you have to maintain as well?

Relax. Sexton's Web-to-Print (W2P) solutions can easily make your documents Web accessible and allow authorized individuals to create, customize, proof, order, and track shipments of these marketing materials. Just think, your sales representatives could actually be self-sufficient!

**No matter what your personnel need—sales catalogs, product identification tags, or customized promotional graphics—Sexton's W2P interface can put it at their fingertips.**

Entry into the W2P facility begins through a secure portal that can be graphically branded for your organization. Here, users log on and are provided with options from which they are authorized to select. So if your customers are under different pricing programs, for example, the secret stays safely with you.

Next, users can choose inventory items to ship, on-demand pieces to print, or customizable documents to modify. After instant PDF proofs have been viewed, items are ordered using an easy shopping cart system. The system includes job status notification, use reporting, shipment tracking, and multiple address capabilities. And to keep finances in check, you can establish spending limits, too.

When it comes to design, features can be as flexible as you desire. Maybe you would like to allow customers to upload their own content. Staff photos, local project shots, or distributor logos can add a nice level of personalization. Or maybe you would prefer that users pick from predetermined options. Selecting a well-written message may be just the ticket a salesperson needs to land a big account.

**Sexton's robust W2P solutions can be tailored to manage countless marketing scenarios. Contact us at [service@sextonprinting.com](mailto:service@sextonprinting.com) or 651-457-9255 to learn more.**





You may use Sexton's W2P gateway or we can design a special interface consistent with your brand standards.



W2P users are able to view instant PDF proofs created from the actual high-resolution documents that will be used for printing. This system virtually guarantees error-free production.



Here is a simple example of our W2P capabilities. Users are able to customize product identification cards by creating **promotional lines**, selecting **product varieties**, and inserting **company logos**.

Design templates are automatically populated with approved information and online proofs are generated. With just a few mouse clicks, orders are completed. Your customers receive custom promotional materials quickly...all without tying up your time.

Sexton's Web-to-Print solutions present real-time workflows to shorten response times and reduce costs to create, customize, proof, order, ship, and track printed materials. Combining a robust creative tool set with comprehensive business functions, W2P offers you new and better ways to manage print. With W2P, you can...

- **Procure printed collateral** from virtually anywhere and ship it directly to your desired location.
- **Enable personnel** to customize and order their own materials without burdening your company's graphic design experts or other human resources.
- **Maintain brand standards** with templates that allow only designated text, graphics, and images to be modified.
- **Ensure error-free production** by viewing online PDF soft proofs generated from actual high-resolution PDFs used for printing.
- **Experience fewer mistakes** as those closest to the project update, proof, and order themselves.
- **Utilize original Macintosh and PC documents** created using a broad range of applications including QuarkXPress, InDesign, Illustrator, and Microsoft Office.
- **Increase marketing effectiveness** by affordably producing materials tailored to the interests and needs of specific market segments.
- **Optimize return on investment** with on-demand production of sales materials.
- **Monitor W2P projects** with comprehensive reporting features for user access, job status, ordering, and shipping.
- **Easily export user and accounting information** in Microsoft Excel format.
- **Track project and shipping status** with automatic email updates.
- **Improve cash flow** by eliminating the need to pay for large-quantity purchases.
- **Reduce waste and warehousing requirements** by printing materials only as needed.
- **Minimize obsolescence** by maintaining an "always current" library of marketing collateral.
- **Build customer loyalty and satisfaction** through a convenient, branded Web portal that provides around-the-clock service.

Did you know that traditional printing accounts for only a fraction of overall marketing collateral development and distribution costs? Redundant activities like redesigning, reproofing, reshipping, and warehousing often add up to ten times print expenses. Sexton's W2P solutions streamline workflows and eliminate several duplicate activities—all while providing increased levels of customization and reducing inventory waste. Sexton W2P...lean and green!



Sexton's Web-to-Print solutions provide members of your distribution and sales network with the ability to create, customize, proof, order, and track shipments of promotional materials—all while you maintain control of your brand standards.

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At Sexton, we're a friendly group of people who simply want to knock your socks off with fresh ideas and great service. For more than 60 years, we've dedicated ourselves to providing the best communications solutions available. The key to our success? A three-tiered focus on you. **Integrity.** We promise you honesty, sincerity, and strength of character in every interaction. **Service.** Whatever you need, we'll bend over backward to make it happen. **Innovation.** We stay current with the most advanced technologies in print, design, and marketing—so your product will never lack for efficiency, style, or effectiveness.

Please let me know how we can help.

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