

## The Power of Simplicity

- Publish easy to use, self service printing B2C and B2B storefronts
- Private branded, custom look and feel
- Powerful backend administration & production workflow

Pressero is a complete, full-featured e-commerce solution that enables you to sell all types of products, including static, custom, print-on-demand, designed online and inventoried items to consumers, businesses and organizations.



### Corporate Storefronts (B2B)

Easily create a private storefront for your business customers and organizations. Each customer storefront can be branded, using a customer specific URL, logo, color scheme, page layout and product catalog, with pricing, shipping, payment, and approval options tailored to their specific needs.

### Retail Storefronts (B2C)

Use Pressero to open a high-end retail storefront with your URL, your branding, your logo, your color scheme, your products and services, etc. Customers can browse, get pricing, add items to their cart, customize and design products, upload files, order custom printing, select shipping method, and pay for their order.

## The Power of VDP, Personalization and a Dynamic Online Designer

Pressero includes the eDocBuilder online designer.

- iPad friendly HTML5-Based
- Wide format, stationery, brochures, labels, etc.
- Instant proofs, print-ready files

Using eDocBuilder, your customers can quickly and easily customize, proof, and approve documents directly from a web browser. Text and image editing, barcodes, number sequencing, imposition and more are supported.

The powerful eDocBuilder system is also available standalone for use in another e-commerce system.

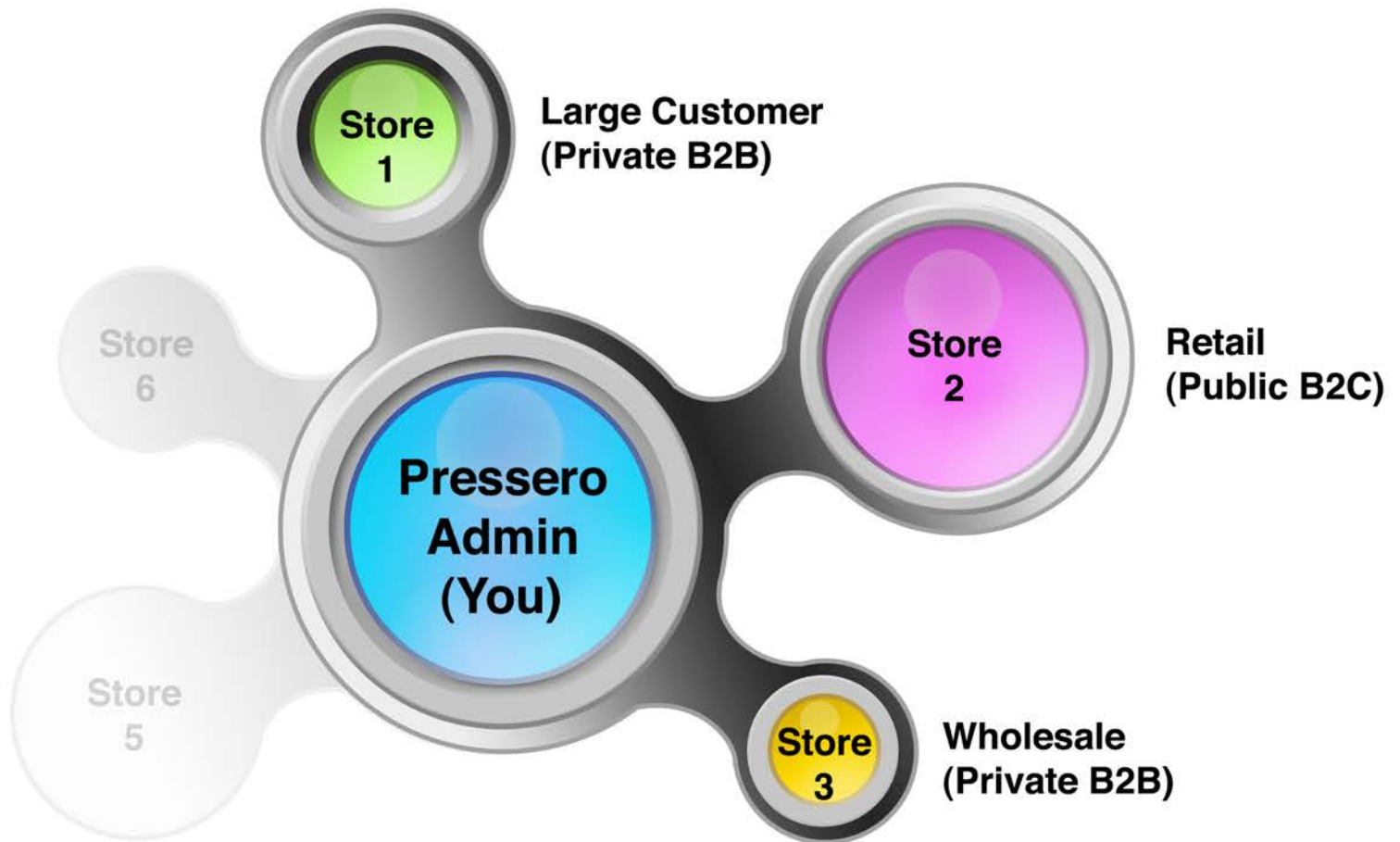


# The Power of Multiple Storefronts

More than just a website, with Pressero you can field an online sales force of public and private storefronts catering to different markets, different needs, different customers.

## **General Purpose, Niche, Wholesale, Private Corporate Storefronts**

Complement one or more retail B2C stores with as many private B2B storefronts as you need, each with its own web address, branding, products, etc.



## **Strong SEO Support**

Pressero was built with Search Engine Optimization in mind. Use our built-in tools to help maximize your online exposure and search engine rankings.

## **HTML Skills Not Needed**

The Pressero Admin enables you to launch and manage a whole fleet of private-branded stores without needing CSS, javascript or html skills.

## **Easy Upgrade Path**

Pressero plans are offered as a one-time payment plus a flat monthly fee, or a 12 month contract with no one-time fee. Upgrade from one plan to the next by paying the difference in the price.

## **Excellent ROI**

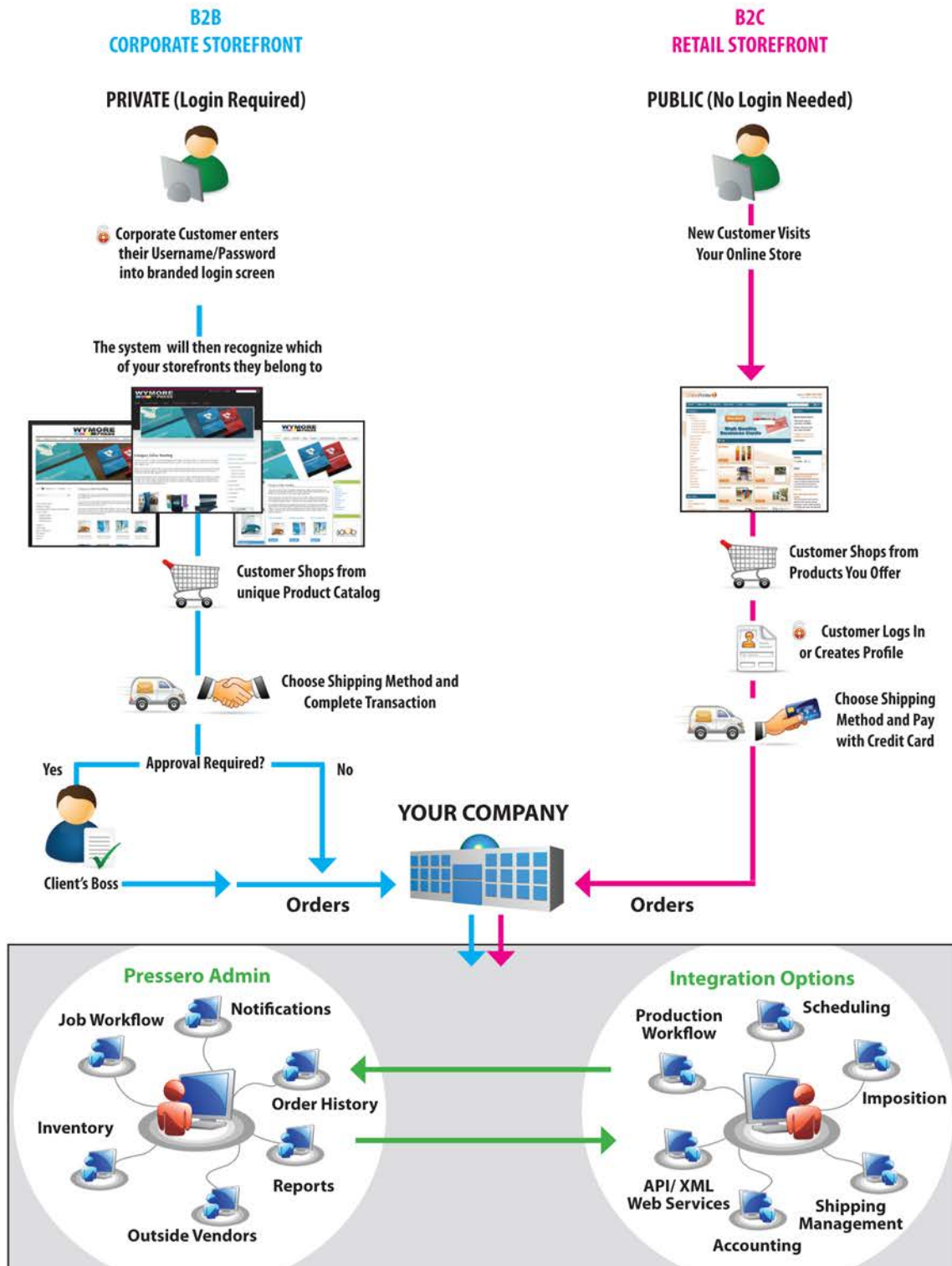
Pressero has one of the highest Returns On Investment in the industry with a conservative ROI analysis showing net savings of \$10,000 or more for year 1.



# The Power of Integrated Workflow

- Many MIS Integration Options
- Shipping Management Integration Options
- Preflight and Color Correction Integration Options
- Imposition Options
- Production Management Integration Options
- Reports
- Outside Vendor support, and more

More than a website, a workflow. A variety of 3rd party software options are able to be integrated into the Pressero system for a seamless, hands-free way to make your job easier.



# The Power of Affordable Plans to Fit Your Needs

	<b>STANDARD</b> A Great Place to Start	<b>PROFESSIONAL</b> Best Value	<b>ENTERPRISE</b> Large Scale Web-to-Print	<b>ENTERPRISE PLUS</b> Unlimited B2B & B2C
Hosting Your Company Email	10 Accounts	15 Accounts	25 Accounts	50 Accounts
B2C Public Sites	1	2	3	Unlimited
B2B Private Sites	Unlimited	Unlimited	Unlimited	Unlimited
Excel-based Instant Pricing	✓	✓	✓	✓
PayPal Credit Card Payments	✓	✓	✓	✓
"Pressero.com" SSL	✓	✓	✓	✓
eDocBuilder Form-Based	✓	✓	✓	✓
eDocBuilder Interactive Designer		✓	✓	✓
Custom Order Approval Plans		✓	✓	✓
Custom Job Status		✓	✓	✓
Print Category Image Library		✓	✓	✓
Ready to Use Pricing Library			✓	✓
Hosting Custom Website Skins			✓	✓
Automated Workflow Integrator (AWI)			✓	✓
Advanced Credit Card Payments	Optional	Optional	Optional	Optional
Instant B2C Storefront	Optional	Optional	Optional	Optional
Pressero Expert Setup	Optional	Optional	Optional	Optional

To see the full list of features and capabilities the plans have in common, visit <http://pressero.com/page/features-of-web-to-print-storefronts>

For more information visit [www.Pressero.com](http://www.Pressero.com), call 800-571-2138, or email [sales@Pressero.com](mailto:sales@Pressero.com)



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