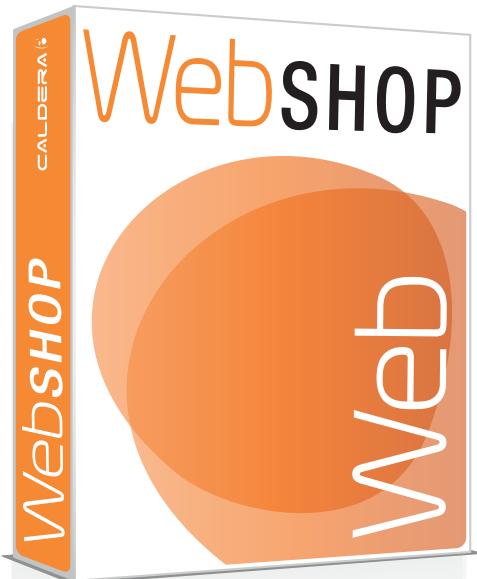


# WEBSHOP SOFTWARE

## LFP Web-to-Print SOLUTION



- Bi-directional JDF communication with the Caldera RIP to avoid information retying and errors
- Includes an advanced preflight engine for checking the quality of prepress files
- Orders, invoices and shipping are managed via a sophisticated sales portal
- The Variable Size Product function allows the customer to define the size of their print, while an algorithm determines its price according to, for example, total printed area or number of items
- Complete customer database management allows customers to be grouped and organized according to your preferred definitions
- Numerous reporting options are available, including sales, shopping cart, product and customer statistics
- Colorful graphics templates are available to personalize your shop's design

The only Web-to-Print solution developed specifically with wide-format printers in mind, Caldera WebShop helps you promote your products online, opening up new sales opportunities and increasing the number of orders coming into your business.

Caldera WebShop is based on the popular and robust Magento e-commerce platform, providing a fully-featured solution which allows you to tailor your store to your individual set-up. This SaaS product integrates seamlessly with Caldera's Flow+ and RIP software, but can also be used independently creating a complete sales-to-production solution that saves you time and makes you money.

WebShop can be as simple or as complex as you need. Multiple shops, with different products and pricing structures for specific customers or target markets, can be established painlessly, while advanced product categorization helps you keep an easily navigable structure for both you and your customer.