

# 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 billion<sup>1</sup>

## W2P = MORE SALES

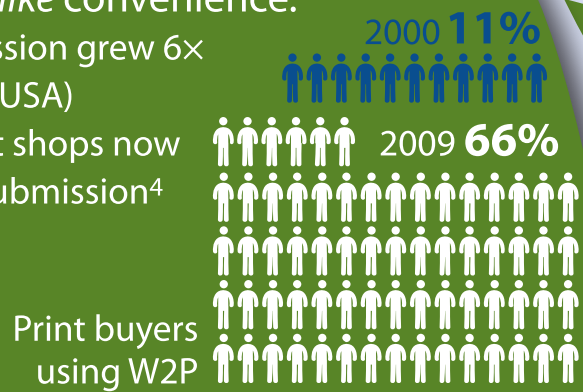
- Print buyers want fast pricing. W2P = instant price
- Quotes within 5 minutes 21x more likely to result in a sale than one in 30 minutes<sup>2</sup>



## W2P = MORE PRINT BUYERS

Print buyers *like* convenience.

- W2P submission grew 6x since 2000 (USA)
- 50% of print shops now offer W2P submission<sup>4</sup>



## W2P = MORE SAVINGS

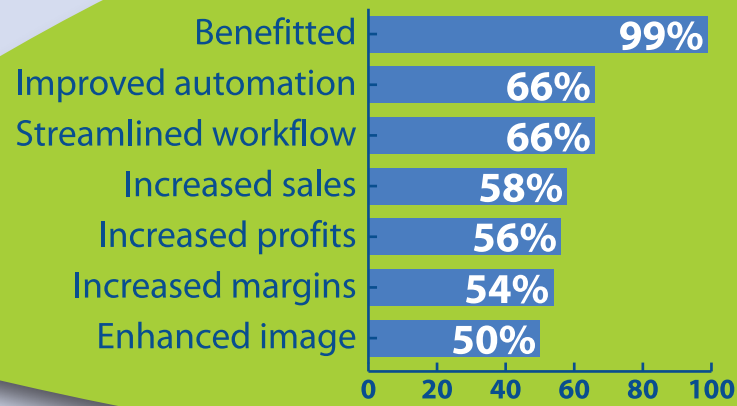
Online order processing is less expensive.

- Retail: costs \$21 to process
- In-house: costs \$17 to process
- W2P: only \$3.80 to process<sup>3</sup>

Savings per order processed

\$13-\$17

## W2P = MORE BENEFITS<sup>5</sup>



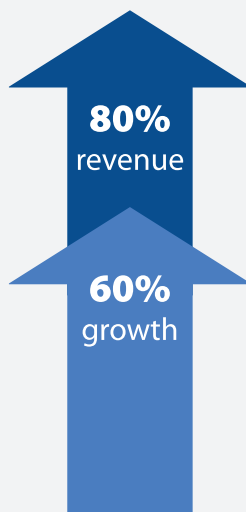
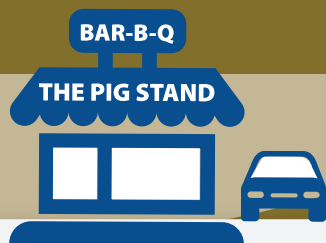
## W2P IS NOW COMMON & POPULAR

- 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



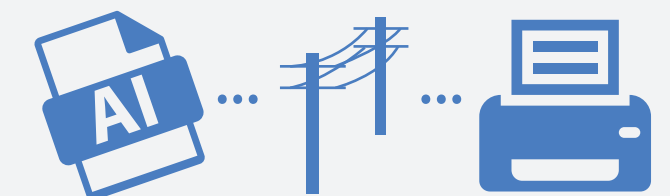
1998 Web-to-Print



'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**

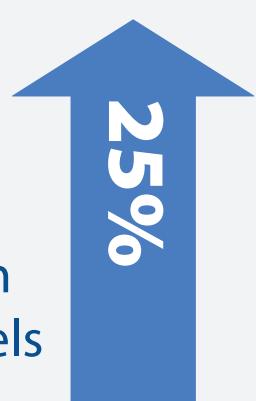
Online ordering | Online file transfer  
Print delivered to your door



1968 "We never close!"



3 million by 2016

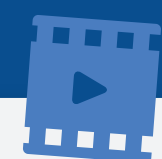


Superior service with the same staffing levels

1995 Amazon.com



1997 Netflix



1 billion NETFLIX MOVIES SERVED

