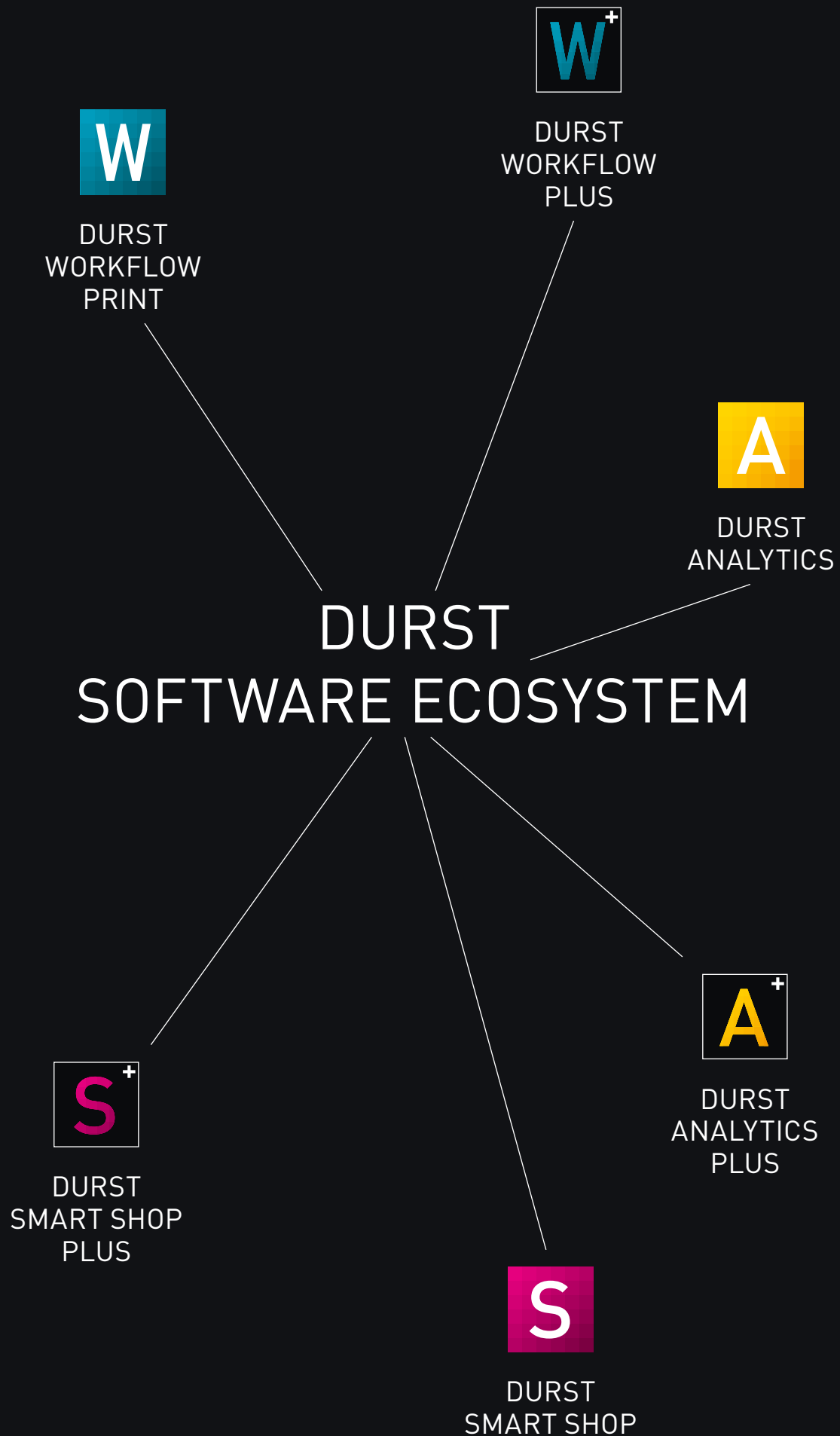


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DURST SMART SHOP
LARGE FORMAT PRINTING

durst



DURST SMART SHOP SOLUTION — SUCCESS WITH WEB-TO-PRINT THROUGH CUSTOMIZED SOLUTIONS

Analog processes are being replaced at breathtaking speed in the digital revolution. Companies need to keep pace with digitalization to avoid falling behind.

Online shops have become an integral part of modern life. Everyone uses them, whether to shop for something quickly and easily, or to offer their products to a target audience as simply as possible. The digital revolution will make it necessary to continue to automate and digitalize production processes. At the same time, factors like sustainability, quality, compatibility with supply chains, and service play a major role. The willingness and ability to change is therefore becoming a decisive success factor. These developments can already be seen in the area of large format printing, where there is a clear trend towards shorter production times, smaller runs and just-in-time production. Large format products are an important medium for advertising, customer retention, and the transfer of information. More and more new wishes and requirements call for innovative and flexible products. Consumers expect a high level of convenience and, at the same time, want to realize their individuality. This means increasingly smaller batches and a higher number of variations.

Our focus is on providing tailor-made web-to-print solutions in combination with innovative technology. You receive exactly the solution that matches your tasks and customer wishes. Your orders are executed in the simplest way possible thanks to our in-house developed automation processes — an advantage for your handling process and your customers path to the shopping cart.

DURST SMART SHOP SOLUTION

We can provide you with the complete premium solution for customizable large format products. With the Durst Smart Editor and Durst Smart Shop, we offer advanced technology that enables products to be designed and viewed directly in a browser in real time.

The focus is on communication of customizable graphical content and variable sizes. Additional product features such as eyelets or edge reinforcement can be specified and displayed graphically in the editor.

As an alternative to a completely free online product design, you can also offer your customers various templates that they can personalize by adding their own text or a logo. The upload function also allows your customers to load and check existing print data. A mock-up function in

the shopping cart section displays the customized product graphically in realistic surroundings.

The print data is automatically transferred to production depending on customer workflow. You can therefore respond to the different demands of customers, and you only require one portal for your order management.

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- > Attract new customers with our open shop solution
 - > Retain your customers via a customized B2B portal
 - > Interact with your customers via a web platform
 - > Organize your order fulfillment with integrated MIS functions



E-COMMERCE SOLUTION

Our e-commerce solution helps you acquire new customers regardless of whether you work with companies (B2B) or directly with end customers (B2C).

- > Intuitive product configurators, online editors and a sophisticated 3D preview enable your customers to design personalized orders
- > You can easily administer your product portfolio and order handling, and you are given the tools needed to optimize your business
- > We support your online marketing with integrated tools

CLOSED SHOP/ CORPORATE SOLUTION

Our B2B portal integrates your customers and digitalizes your print order process as well as communication with your customers.

- > It enables simple and transparent communication and strengthens the relationship between printer and customer
- > We offer customers a unique tool for configuring, customizing, and visualizing designs — completely in line with their requirements
- > All relevant data are structured and easily accessible by the printer and customer. We offer the tools you need to optimize your business

DURST SMART SHOP SOLUTION — HIGHLIGHTS

IMPROVED CUSTOMER SERVICE

The Durst Smart Shop means you can be reached 24/7. Prospective customers can obtain information about your range of products at any time. The integrated Durst Smart Editor allows your customers to design their personalized print products around the clock. They also have constant access to the latest information about delivery times, inventory levels, and a whole lot more.

24/7

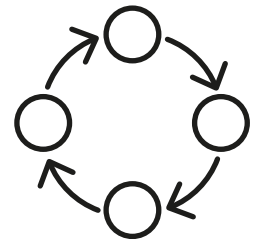
INCREASED SALES

Achieve higher sales through new orders with more variants and through automated processes.



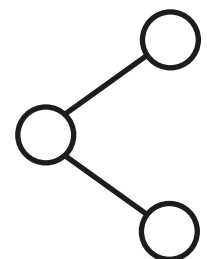
SUPPLY CHAIN OPTIMIZATION

Easier access to products for your customers assists you in optimizing supply chains as well as, for example, simplifying incoming orders and improving order processes.



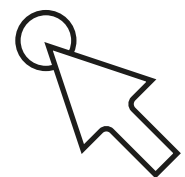
BETTER COMMUNICATION

We focus on communication of customizable graphical content and variable sizes and layouts. In this process, our shop serves as a platform for simple and clear communication with your customers — eliminating misunderstandings.



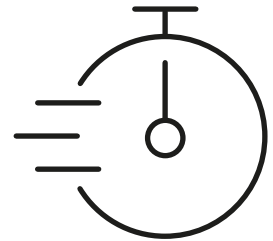
MAXIMIZED CONVERSION RATE

Integrated online marketing analysis and monitoring tools support you in increasing your conversion rate.



SHORTER RESPONSE TIMES

Simple administration in the backend means you can make changes to the shop and to your products yourself at any time, enabling you to respond to the latest market trends at short notice and to adapt your offering accordingly.



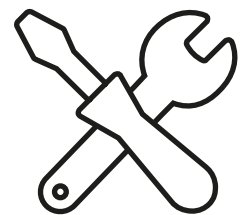
GATEWAY TO DIGITAL PRODUCTION

Use the Durst Smart Shop and Durst Smart Editor as your gateway to digital production — we ensure seamless integration with Durst Workflow as well as with your own production environment. We will be happy to assist you with our extensive experience.



360° SERVICE

We assist you from planning your e-business to design modification, and launch of the shop. We will also be glad to act as your partner in the area of online marketing and support for your shop.



CREATING INDEPENDENT MARKETPLACES FOR DIFFERENT TARGET GROUPS

Our solution allows you to address specific target groups directly. For example, you can offer a franchise business a wide range of advertising material customized for their corporate design with the names and locations of the franchisees.



For more information visit
durst-group.com/dps



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DURST SMART SHOP

The Durst Smart Shop is part of the overall web-to-print application. Over the past few years we have continuously enhanced the application taking into account the needs of our customers.

ATTRACTIVE PRODUCT PRESENTATION

In principle, you can offer any product in your online shop. Depending on the focus of your shop and your customer base, our web-to-print software helps you to implement the right marketing scenario. You can, for example, sell wallpaper that customers design themselves online with pictures, text and graphics. In addition, you can offer accessories like wallpaper adhesive in your shop. You can also provide your customers with design templates where they only have to modify the text.

AUTOMATED PROCESSES

Your customer places their order with a single click. An order confirmation is generated automatically and sent to both the customer and the shop operator. All documents (confirmation, invoice, etc.) are created as a PDF file and can include a customized letterhead. You can view the status of the order online at any time and export the desired data.

The Durst Smart Shop provides all the important functions of an online shop such as user account management, the administration of different currencies, methods of payment and modes of shipment, product reviews, voucher codes, order history, quotation management, repeat orders, and a whole lot more.

The special features for you as operator are sophisticated pricing and the use of print-specific attributes in product configuration. The use of a multi-shop solution gives you

the opportunity to reach different customer groups (B2C, B2B, or both) and to align your offering with specific regions or product groups.

SMART INTEGRATION

The shop backend allows you to influence both customer-specific and product-specific workflows. The technology works in the background to supply accurate print data that eliminate the need for time-consuming rectification of faulty print data.

The Durst Smart Shop provides numerous interfaces for importing and exporting data together with interfaces for different methods of payment and courier service providers, various image databases as well as seamless integration with Durst Workflow.

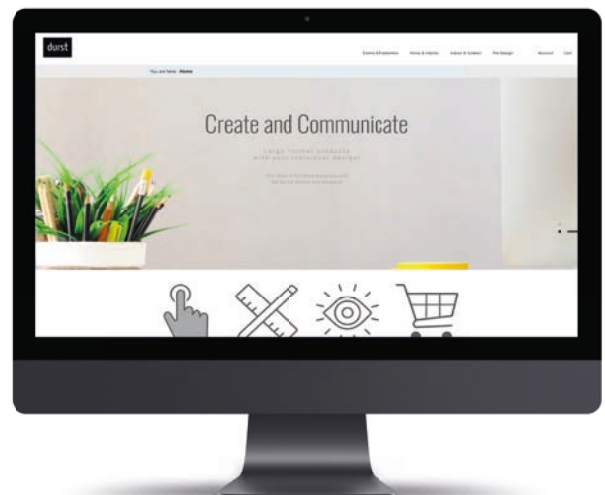


Bild-Optionen

Neu
Text
Bild
Formen
Hintergrund
Rückgängig
Wiederholen
Speichern
Beenden

Bearbeiten
Ebene höher
Ebene tiefer
Kopieren
Löschen

Drehen und Spiegeln
Rotation
0.0

Skalieren
volle Breite
volle Höhe

Vollflächig Aus ☐ An ☐

Position

Bild bearbeiten
Bild austauschen

City Light Backlight Folie + 110% -

80 cm

100 cm

Vorschau

Farbe wählen

Neu
Text
Bild
Formen
Hintergrund
Rückgängig
Wiederholen
Speichern
Beenden

Farbe Favoriten Picker

Farbe: FBCB8C

Sofa + 100% -

250 cm

Vorschau

Text-Optionen

Neu
Produkt
Text
Bild
Formen
Hintergrund
Rückgängig
Wiederholen
Speichern
Beenden

Bearbeiten
Ebene höher
Ebene tiefer
Kopieren
Löschen

Schrift
Aller Bold

Text
FOR RENT

Schriftgröße
207pt
Zeilenhöhe
1,2

Ausrichtung
Textfarbe

Drehen und Spiegeln
Rotation
270.0

Pre design Alu Sign 76x45cm + 100%

76 cm

Vorschau

DURST SMART EDITOR

The Durst Smart Editor is an innovative graphical online editor with which you can enable your customers to design their own print templates in their browser. Anyone can design their own wallpaper, beach flag or other products quickly and easily — without having to install additional software.

Only specific fields are open for editing, ensuring that all corporate design requirements for a brand are preserved and that modifications can only be made in defined places.

THE BENEFIT FOR YOUR SHOP

CUSTOMIZING PRODUCTS ONLINE

The user-friendly GUI with an extensive range of tools makes it possible to design sophisticated layouts even without any prior knowledge. Your customers can design their products directly online or visually check an existing design — depending on the product also in a simulated environment or a 3D preview. There is also template technology available for all products that allows customers to be offered ready-made designs.

An online shop with the Durst Smart Editor allows you to clearly differentiate yourself from the competition. Nowadays (virtually) everyone has a shop — but it generally expects customers to be able to generate exact print data themselves in accordance with technical requirements, or to commission an agency to do this for them. The editor makes all the difference by allowing everyone to create their own print data quickly and easily. This is also the reason why the Durst Smart Shop is also an excellent tool for customer retention, because all the documents created by customers are stored in their customer account.









Template products are the basis for integrated corporate technology. You provide customers with a template that they can modify online in the Durst Smart Editor.



DURST SMART SHOP LFP VERSION



Smart Shop software license	Based on a CMS system in responsive design CMS web pages shop administration data upload management communication with existing systems	■	■
Multi-shop license	Administration of several shops Administration via a backend shops can differ in product offering, design, URL, etc.	■	■
Product pricing	Advanced product pricing with complex attributes Scaled prices square meter calculation image source calculation discounts just-in-time pricing just-in-time quotation creation price structure table	■	■
Upload	Direct upload of finished print data Supports files from all graphics software	■	■
Shop administration	General shop settings Customers, customer groups tax rates order status methods of shipment methods of payment different price modes for different countries different price modes depending on weight multi-language	■	■
Product management	Definition of products and their attributes Product management category management unlimited number of products and categories text, downloads, image and video data can be defined for each product attributes (e.g. size selection, colors) can be defined for each product tax rate management product-dependent delivery times inventory	■	■
Communication	Tool for internal and external communication Create projects upload files file management comments approvals automatic e-mail notification task assignment	■	■
Customer account	Different settings for customer accounts User account administration by shop customers billing and delivery addresses order history (repeat orders are possible) display of current order status wish list	■	■
Customer service	Service for final consumers Purchase possible without registration (guest order) product reviews testimonials vouchers, discounts for selected customers	■	■
Order processing	Complete commercial processing of orders Billing organization of payment processes overview of current status simplified repeat ordering	■	■
Order management	General settings for order management Automatically generated order confirmation for customers and shop operators invoice sent as PDF file with customized letterhead quotation in PDF format automatic routing of order by e-mail to the supplier order tracking (paid, submitted, in progress, being printed, completed, shipped) import & export as CSV/XML repeat orders	■	■
Courier service provider API	APIs to various courier service providers DHL Parcel DHL Express UPS other courier service providers	■	■
Methods of payment	Specification of payment methods for end customers Invoice PayPal advance payment Sofortüberweisung credit card	■	■
Shipping costs	Calculation and display of shipping costs Shipping costs based on weight shipping costs based on user group	■	■

Content pages	Application for designing content pages Ready-made template designs integrated editor drag & drop system finished sections		
Integrate	Durst Workflow interface Exports all print and order data to Durst Workflow synchronizes production status		
LFP module	Editor module for all types of LFP products Design tool template technology fixed and variable sizes special attributes like grommets marking, pocket sleeves, colored edges, ambient images		
Editors	Large editor selection Rectangle banner display canvas silicon edge graphics (SEG) wallpaper contour		
Smart editor	Comprehensive design tool for print products Upload images and data image archive external image database quality index for pixel images cliparts pattern design background color selection configurable toolbar		
Preview	Various preview options 3D preview real image technology (mock-up function) augmented reality (Smart App)		

DURST SMART APP — AUGMENTED REALITY FOR GREATER ATTENTION

With many customizable products, the end customer has only a vague notion of what the product will look like later. With its integrated 3D preview feature, the Durst Smart Editor provides a solution that allows the customer to view the end product from all angles before purchasing it. The integrated mock-up function also makes it possible to view customized products in realistic surroundings.

The Durst Smart App even goes a step further by using augmented reality to show the customized product directly at its intended place of use. Customers can, for example, view a display or a beach flag in their own showrooms before the product has even been ordered.

Using our award-winning app for tablet PC or smartphone allows the customized product to be projected directly into your customers' own residential or business environment. They only need to install the free app and enter a 4-digit code. The customized product can then be examined in their own premises. This turns the purchase of printed

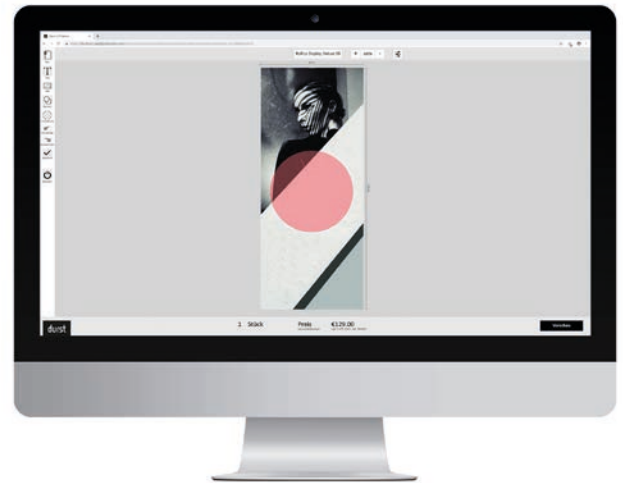
materials on the internet into a highly entertaining experience. Augmented reality makes it possible to present customers with selected products in a completely new and personal manner. Use this innovation to create a personal, interactive buying experience for your customers.

The Durst Smart App brings you technological progress while creating attention and excitement, and ultimately increased sales.

You can find the
Durst Smart App at

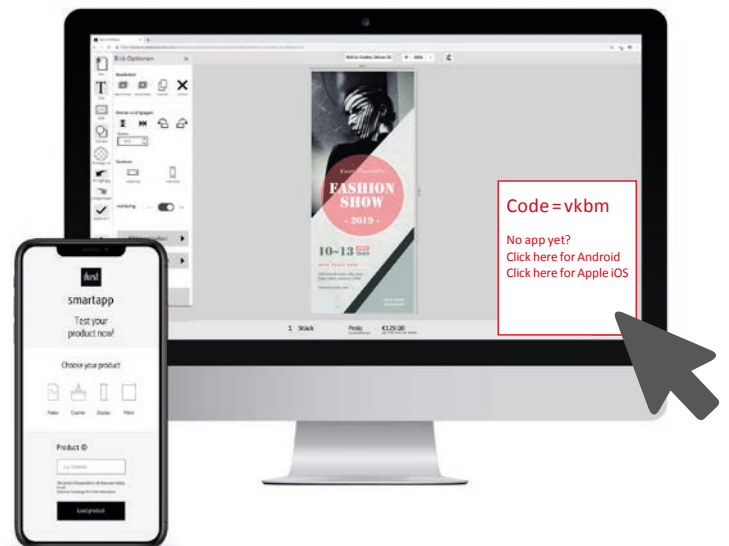


1. Design in the Durst Smart Editor

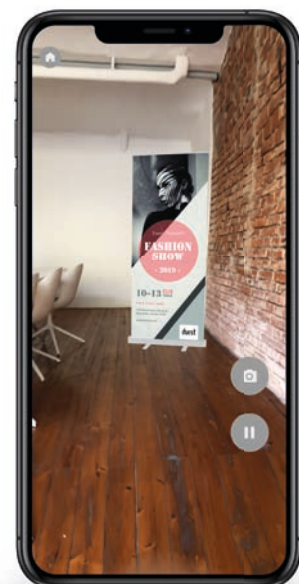


Example Roll-Up

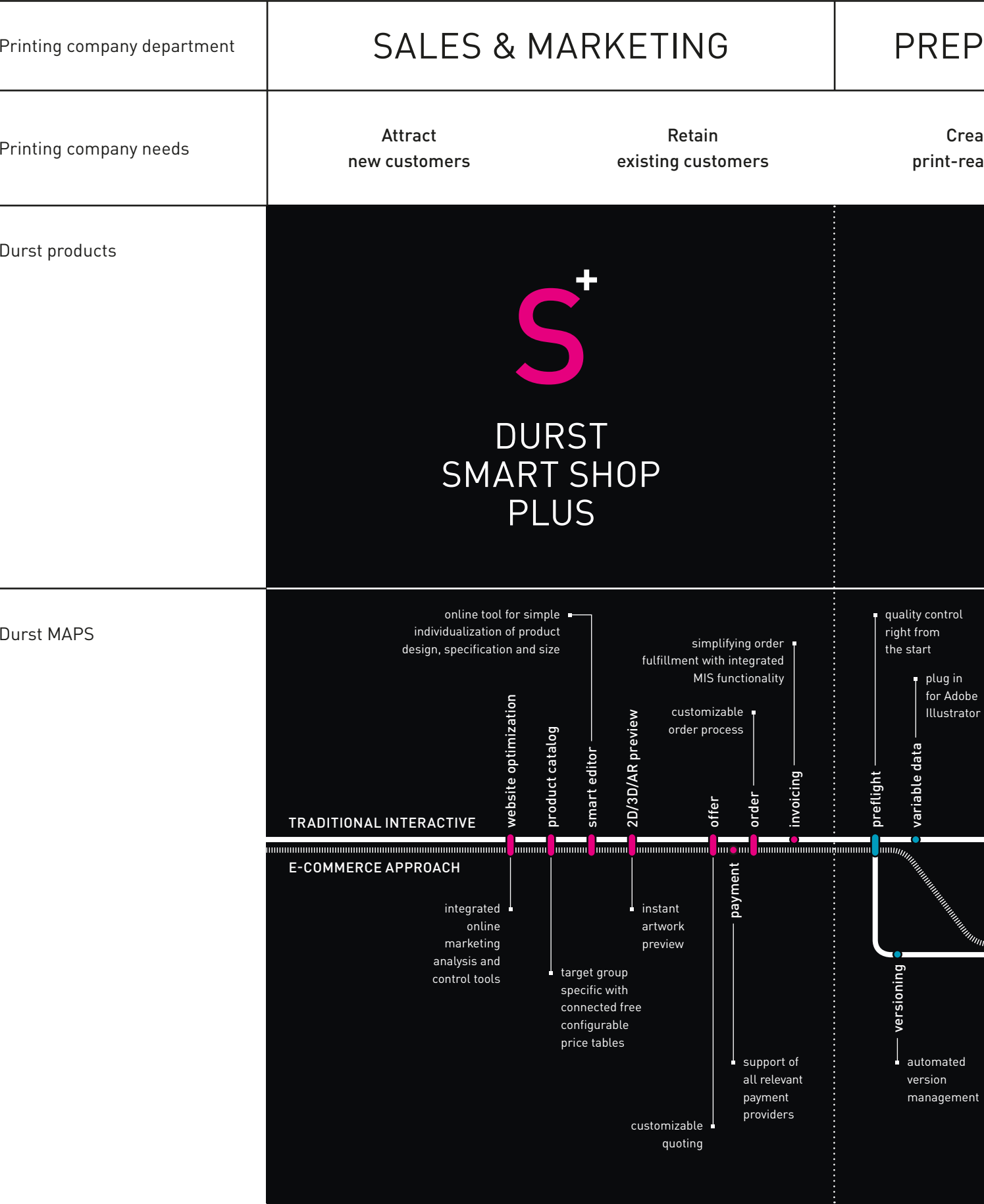
2. Enter the generated code into the Durst Smart App



3. Visualize the product in the room



FROM PIXEL TO OUTPUT — A MODULAR



AND INTEGRATED ECOSYSTEM

RESS

PRODUCTION

te
dy files

Produce
production jobs

Print
with high performance

Analyze
production data

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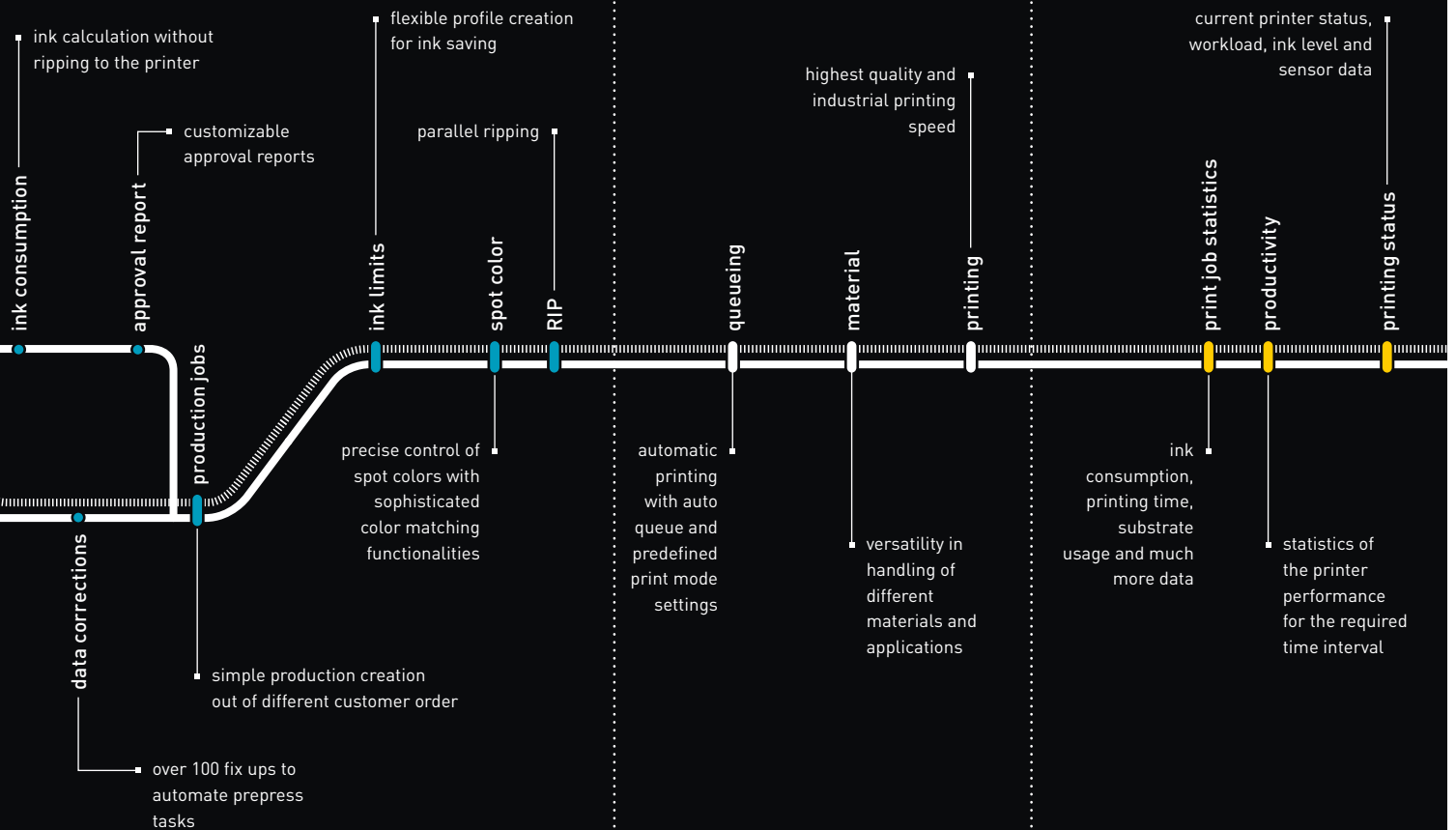
DURST
WORKFLOW
PLUS



DURST
PRINTING
SYSTEMS

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DURST
ANALYTICS
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