brix:papilio

Web-to-Print suite

Key Features

- Intuitive, web-based creation of standardized communication tools

- Autonomous production of office and print-ready high-end PDF documents by the user

- Ensuring the integrity of publications through definable value dependencies between the input fields

- Input fields may be shown or hidden depending on what was selected in a previous field

- Standardized workflow, approval process through the central office if required as well as ordering special formats

- 100% Unicode (asian, arabic languages)

- QR-codes for business cards or URLs

- Live rendering, PDF previews

- Make orders available via PIN code

- Forward publications to other users for completion or translation

- Special order masks for the direct provision of printing and shipping orders

- Autonomous, web-based template creation by a layouter

Module

- API for integration into other systems

- DAM integration with CELUM for placement of images or meta data and uploading of PDFs with usage references.

- AdSizer" for automated scaling of special format publications

- Rich text editor with spell checking

- Mail merge feature

- Text-before-Layout, allows the automatic flow of text over several pages

- Suport for clickable hyperlinks

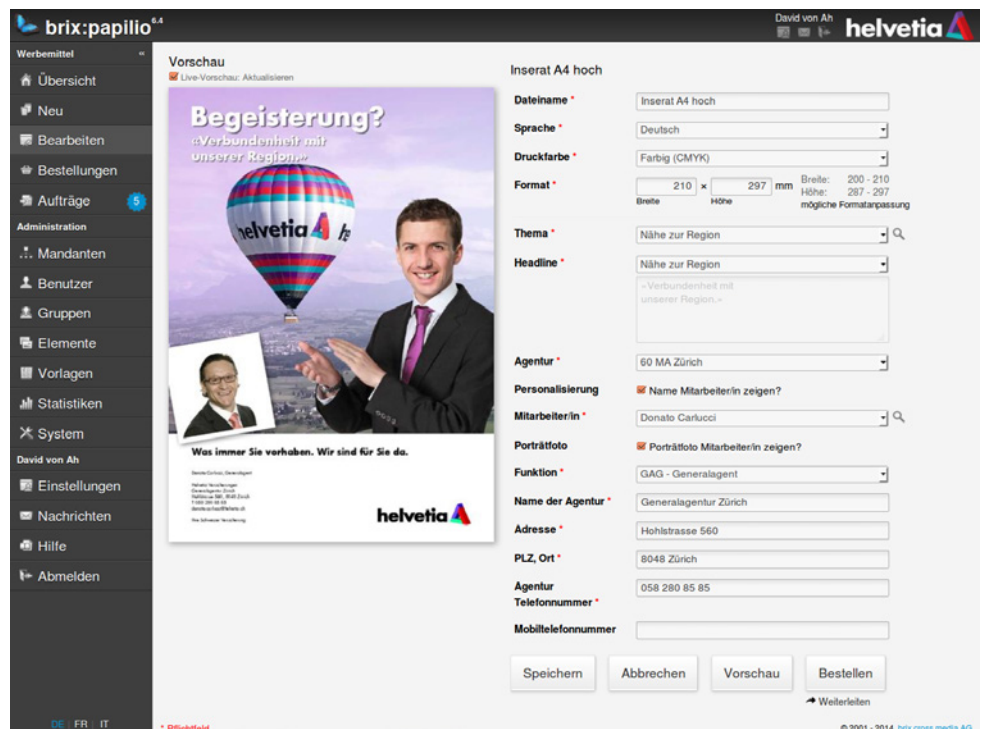- Statistics analysis for deeper insights into the usage of specific headlines, formats etc.

Kunden (Auswahl)

Helvetia Insurances, Basel / St. Gallen

New Apostolic Church Switzerland, Zürich

Sonova, Stäfa

Efficient Web-To-Print made easy

Create business stationeries (business cards, letterhead, etc.), advertisements and posters, invitations, fact sheets, flyers, etc. locally and ensure that such publications are created according to the defined templates and are compliant with the given CI/CD guidelines.

Our *brix:papilio* W2P Publishing Suite is a flexible, easy-to-use system available as SaaS or for inhouse installation, that can be operated with or without an interface to the CELUM DAM system.

The following benefits ensure a measurable ROI within a very short time:

- Ensure that the corporate design guidelines are enforced consistently

- Enable the creation of promotional material locally and shorten the time-to-market

- Customize your communication tools quickly, easily and at low cost

- Establish uniform and controllable production processes and if necessary by means of central control and an approval process for quality assurance

- As an **end user**: Save production cost and relieve your graphics department

- As a **service provider**: Offer your customers an affordable, professional service

- As a **business partner**: Sell brix:papilio yourself and benefit from our attractive partner model and get direct access to the development team

«Thanks to our web-to-print service with brix:papilio both Helvetia marketing as well as the graphics department are massively relieved.»
Edward Stauber, Chief Brand Design & Graphic

We're proud to be listed in the E-Business Print Online Study (EPOS) and functionally cover the areas "brand management" completely and „Web-to-Print" almost entirely and are looking forward to presenting you our unique approach to W2P.

Your partner for cross media solutions

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