

A Guide to Optimizing Print Operations for the Printing and Packaging Industries



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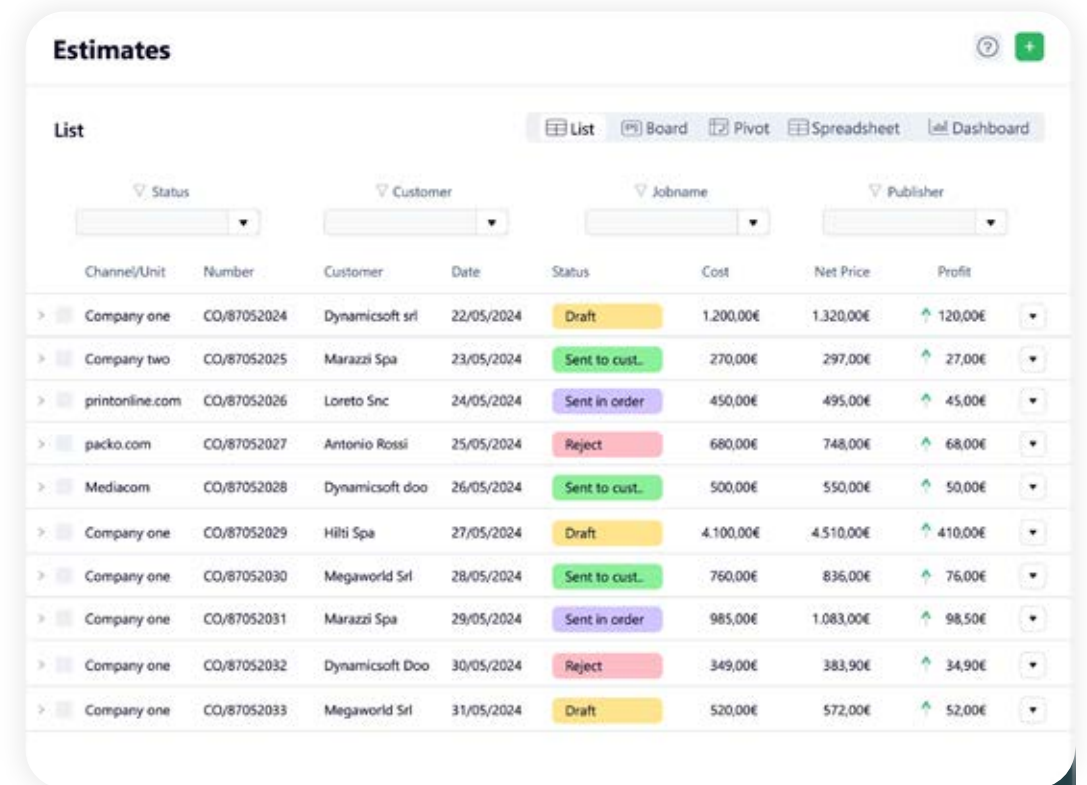
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Transform Your Print Business with Wsc Printer

Traditional methods of print quoting require back-and-forth communication via multiple emails, which involves a lot of manual effort and results in customer dissatisfaction. Automation-focused software for print cost estimating and quote approvals can solve this issue and provide accurate pricing within a few minutes, ensuring a collaborative approach to precise results.

Print quoting software offers a range of key features, including quote generation, version tracking of estimates, mobile accessibility, reporting to track profitability, client management tools and many more.

By automating your quoting process, you can save time, reduce errors, and focus on growing your business. Let's explore how Wsc Printer can empower your print operations.



Channel/Unit	Number	Customer	Date	Status	Cost	Net Price	Profit
> Company one	CO/8705204	Dynamicsoft srl	22/05/2024	Draft	1,200,00€	1,320,00€	↑ 120,00€
> Company two	CO/8705205	Marazzi Spa	23/05/2024	Sent to cust.	270,00€	297,00€	↑ 27,00€
> printonline.com	CO/8705206	Loreto Snc	24/05/2024	Sent in order	450,00€	495,00€	↑ 45,00€
> packo.com	CO/8705207	Antonio Rossi	25/05/2024	Reject	680,00€	748,00€	↑ 68,00€
> Mediacom	CO/8705208	Dynamicsoft doo	26/05/2024	Sent to cust.	500,00€	550,00€	↑ 50,00€
> Company one	CO/8705209	Hilti Spa	27/05/2024	Draft	4,100,00€	4,510,00€	↑ 410,00€
> Company one	CO/87052030	Megaworld Srl	28/05/2024	Sent to cust.	760,00€	836,00€	↑ 76,00€
> Company one	CO/87052031	Marazzi Spa	29/05/2024	Sent in order	985,00€	1,083,00€	↑ 98,50€
> Company one	CO/87052032	Dynamicsoft Doo	30/05/2024	Reject	349,00€	383,90€	↑ 34,90€
> Company one	CO/87052033	Megaworld Srl	31/05/2024	Draft	520,00€	572,00€	↑ 52,00€



What Is Print Estimating Software?

Print estimating software calculates the cost of print projects based on factors like materials, dimensions, and quantities. It automates manual quoting, ensuring fast and accurate results while reducing customer dissatisfaction.

Finding the best production route and material usage through advanced impositions is essential to estimating the correct cost and specifying an accurate quotation to the customer. Whether you operate in commercial print, packaging, label, or digital print, you will find an easy yet sophisticated tool to specify all operations, from pre-planning to finishing and delivery.

Wsc Printer provides a powerful tool for creating various options based on the original calculations. You can create enhanced price lists with a few keystrokes based on the original quotation.

The system ensures you get the calculations as accurate as possible by using your best practice methodology for driving your business.

Benefits of Wsc Printer Software

- Estimators can access other estimates, yet markup percentages and prices can be secured individually.
- Users can set and adjust precision fields to fine-tune the accuracy of estimates over time. This includes all costs, prices, components, labour, and machine hours.
- Search for an estimate by number, name, and item number.
- Attach notes to each estimate header, operation, material, quote header, or revision.
- Price an unlimited number of quantity breaks.
- Find the breaking point between offset and digital manufacturing.

According to industry reports, the market for quote management software is expected to reach \$7.6 billion by 2032, showcasing the growing demand for automation tools like Wsc Printer.

The functionality of the Print Estimating System

The Wsc Printer print estimating system streamlines the quoting process, offering advanced functionality to improve efficiency, accuracy, and profitability. Here's how it works:

- **Detailed Cost Breakdown:** View an estimated summary screen that provides a complete cost breakdown for each item and calculates up to four quantities in one go.
- **Flexible Modifications:** Estimates can be easily adjusted by modifying item specifications to optimise margins and gross profit, ensuring maximum financial control.

· **Multi-Item Quoting:** Generate quotes for multiple items, whether standalone or include sub-items, making complex projects simple to manage.

· **Effortless Duplication:** Estimate similar print items with a quick copy feature, saving time and ensuring consistency across quotes.

· **Cross-Customer Copying:** Seamlessly copy print estimates for the same or different customers without starting from scratch, significantly reducing manual effort.

· **Track Estimate Progress:** Assign individual statuses to print estimates, enabling efficient progress tracking and organisation.

· **Integrated Customer Communication:** Create PDF estimates and quote templates directly within the system and email them to customers instantly for seamless communication.

· **Streamlined Production Workflow:** Convert successful print estimates into jobs in production while archiving unsuccessful estimates for future reference, ensuring nothing is forgotten.

· **Customisable Reporting:** Build tailored print estimate reports and save them for future use, giving you valuable insights into your business operations.

With Wsc Printer, your print business will experience enhanced accuracy, better client management, and an optimised workflow—all while saving time and improving profitability.

New Quote

Save estimate Add to basket

Main info

Closed Format
Custom size

Width * 26,00 Height * 20,00 Pages * 32

Copies * 250 500 1000

Inside printing info

Printing colors
4 colors

Paper
Classic Gloss 170 gsm

Cover printing info

Printing colors
4 colors

Paper
Demimatt 130 gsm

Calculate

Job costing

Print process	Materials	Finishing	Warehouse	Estimated time		
Name	Coda	Um	Qty	Cost	Amount	Revenue
Komori	00012A	Mi	400	870,00€	957,00€	+87,00€
Plate 70x100	00012A	Un	8	160,00€	176,00€	+16,00€

Print machines comparison

Machine	Sheet size	Sheet	Passes	Cost
Komori	70x100	100	200	870,00€
Heidelberg	35x50	200	400	920,00€
Xerox	33x48	200	400	1.023,00€

Imposition info

Front				Back			
5	21	6	8	2	01	11	6
4	13	16	1	2	15	14	3

Types of Print Estimating Software

Wsc Printer offers tailored solutions to meet the unique requirements of print businesses, whether you are a small printing shop or a large-scale company. Our software options cater to a wide range of print needs:

- **Commercial Printing:** Designed for businesses handling high-volume print jobs, offering precise cost breakdowns for materials, labour, and overheads.

- **3D Printing:** Specialized tools for calculating costs associated with material usage, post-processing, and time-intensive designs. This ensures accurate and transparent pricing for complex projects, allowing businesses to cater to the growing demand for custom 3D-printed products.

- **Label and Packaging:** This software accommodates complex variables, including multi-layer substrates, speciality inks, and coatings, and is tailored to the specific demands of label and packaging production. It provides comprehensive tools to optimise material usage, reduce waste, and streamline the pricing process for small—and large-scale production runs.

- **Packaging:** The software accurately estimates costs for packaging projects, from rigid boxes to flexible pouches. It considers intricate factors like structural design, material combinations, and finishing requirements to provide precise pricing for custom packaging solutions.

- **Roll Label:** Ideal for businesses producing roll labels, the software calculates pricing based on roll width, adhesive type, die-cut shapes, and print run size. It ensures quick and reliable quotes, helping you stay competitive in the fast-paced label industry.

- **Gravure:** This feature supports gravure printing, which is known for its high-quality results on large print runs. It factors in cylinder engraving costs, ink consumption, substrate type, and setup expenses, enabling precise estimates for premium-quality projects.

- **Flexography:** Flexographic printing businesses can use tools considering variables such as plate creation costs, ink type, and substrate thickness. The software is designed to efficiently handle flexible packaging, corrugated boxes, and other flexo projects.

- **Offset:** The software accounts for plate-making, press setup, run length, and material costs for offset printing. It ensures accurate quotes for high-volume jobs and incorporates options for custom ink and finishing preferences.

- **Digital:** Digital printing businesses benefit from tools that provide quick quotes for short-run projects, personalisation, and variable data printing. The software supports seamless integration with web-to-print platforms, enabling real-time pricing and order management.

- **Large Format:** This module is optimised for businesses producing banners, signage, and oversized prints. It calculates costs based on material size, ink type, lamination options, and installation requirements, ensuring precise estimates for large-scale projects.

- **Screen-Print:** The software, tailored for screen-printing businesses, factors in stencil creation, ink usage, and substrate type. It handles single-colour and multi-colour projects and provides accurate pricing for apparel, signage, and promotional products.



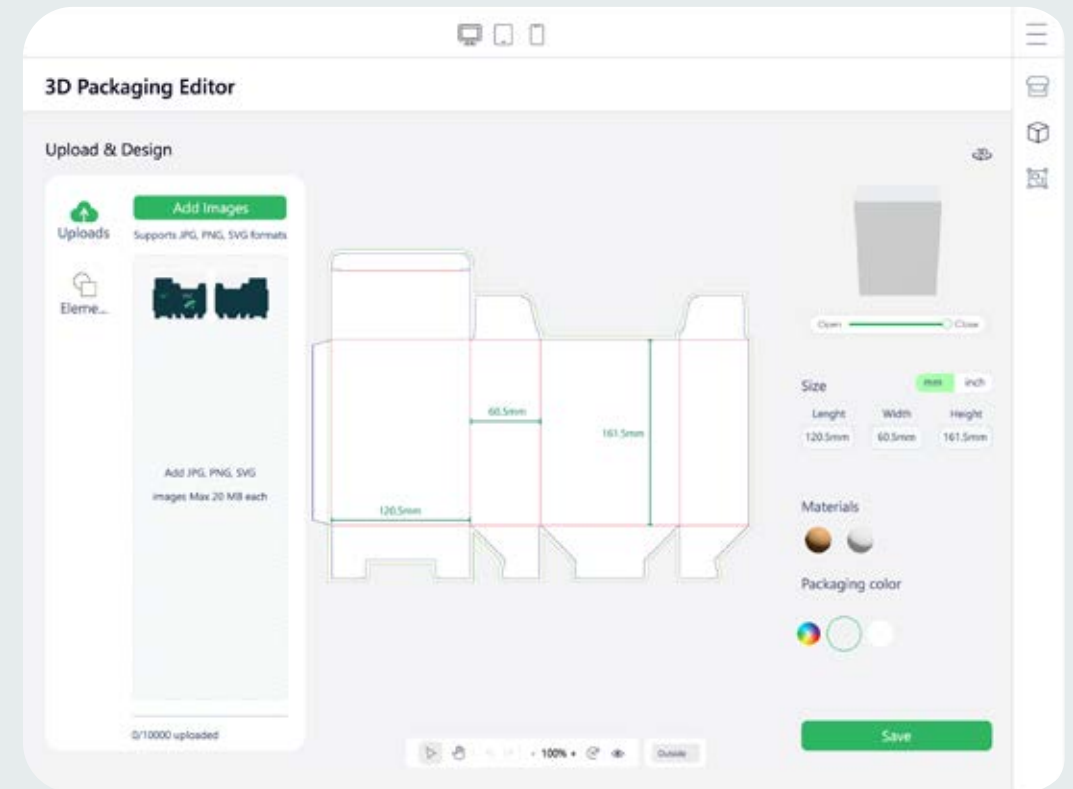
· **Mail and Assembly:** This feature simplifies cost estimation for direct mail and assembly services. It accounts for variables such as folding, inserting, labelling, and postage, ensuring pricing transparency and project management efficiency.

· **Web-to-Print:** Integrated web-to-print capabilities allow customers to get instant quotes, place orders, and track progress online. The software supports dynamic pricing for custom designs and print specifications, enhancing customer convenience and satisfaction.

· **Finishing:** The software accurately calculates finishing costs from lamination and varnishing to embossing and die-cutting. It enables businesses to offer various finishing options without compromising profitability.

· **Book Binding:** Specialized tools for estimating book binding costs, including stitching, perfect binding, and case binding. The software considers page count, cover materials, and binding type to deliver precise quotes for small and large publishing projects.

With Wsc Printer's advanced print software, you can streamline operations across all these industries, ensuring accuracy, efficiency, and profitability for every project.

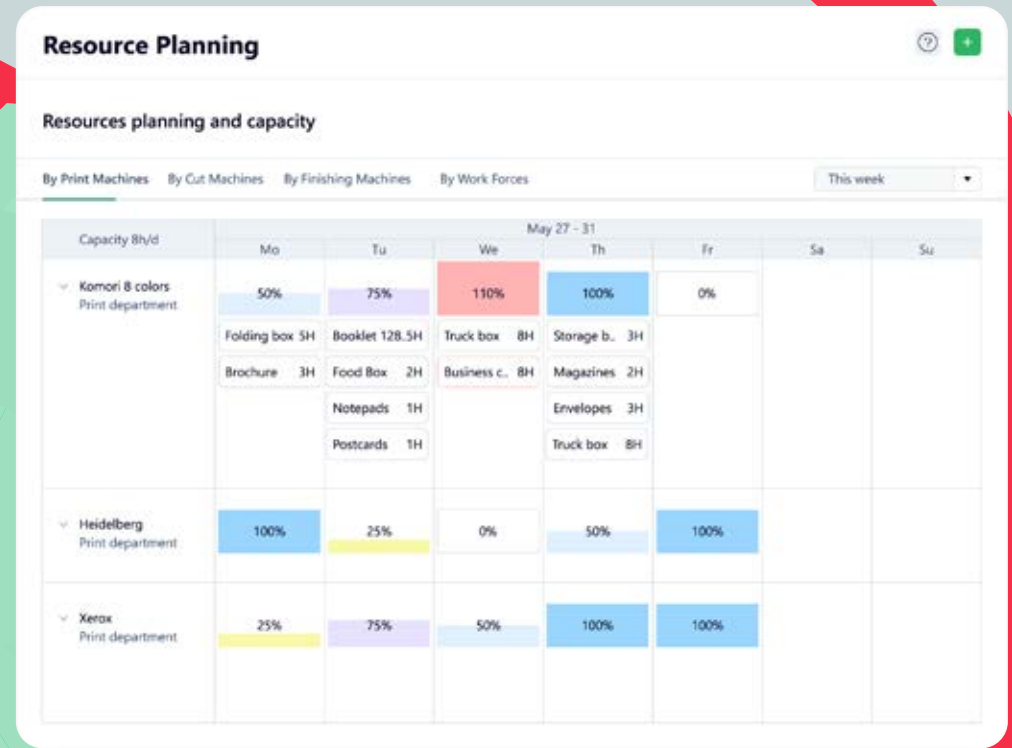
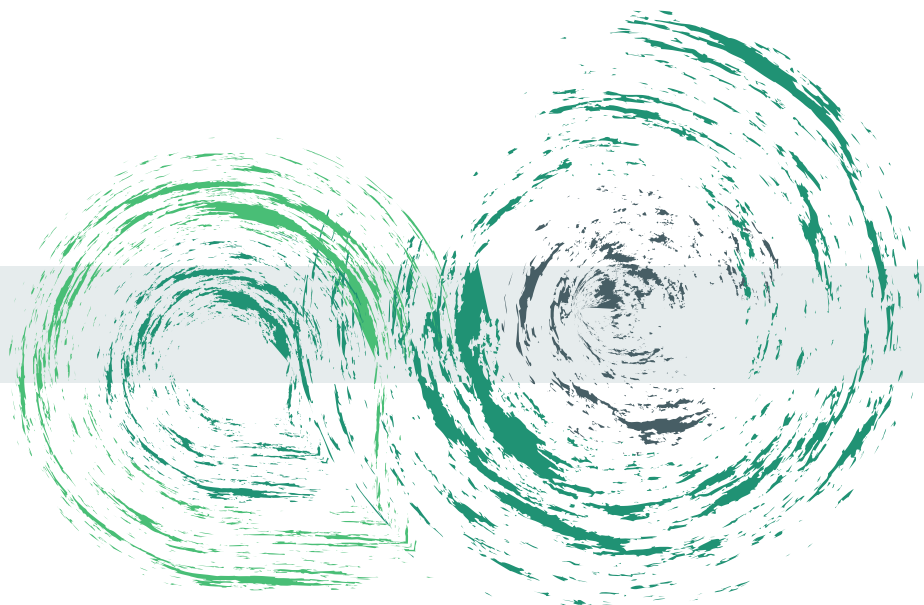


Best Practices for Implementation

To fully harness the potential of Wsc Printer's advanced estimating software, follow these best practices:

- **Train Your Team:** Invest in hands-on training to ensure your team is well-versed in using the software's features and functionalities. Provide ongoing support and access to learning resources for seamless adoption.
- **Standardise Workflows:** Establish consistent procedures for using the software to maintain accuracy and efficiency across all quoting and estimating activities.
- **Leverage Updates:** Regularly update the software to stay ahead with the latest technological advancements and enhanced capabilities, ensuring optimal performance and security.
- **Incorporate Feedback:** Encourage team members and clients to share feedback on the software's performance. Use these insights to refine processes and maximise the benefits of automation.

Replacing outdated manual methods with Wsc Printer's cutting-edge estimating solutions will save time, increase accuracy, enhance client relationships, and drive profitability.



Why Choose Wsc Printer?

- Generate **error-free quotes** from email in less time.
- **Optimise budgets** with dynamic pricing and financial tracking.
- Gain an edge in the **competitive print industry** with automated workflows.

Schedule a demo today and experience how Wsc Printer can transform your business operations. Let us help you stay ahead of the curve and achieve long-term success!

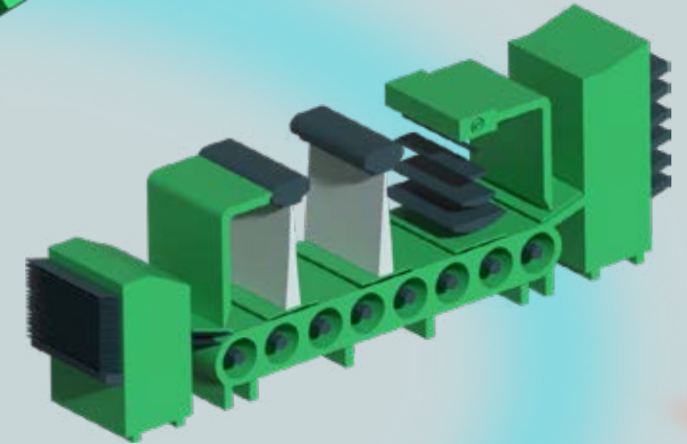


7 Powerful Ways Revolutionizes Print Workflow Management

Transforming Print Production Efficiency

Efficient print production isn't just a goal—it's a necessity. With traditional workflows prone to delays, errors, and inefficiencies, achieving streamlined operations often feels like an uphill battle. But with the right tools and strategies, print businesses can transform their workflows and unlock unprecedented efficiency. Enter **Wsc Printer**, the comprehensive solution designed to optimise every stage of print production.

In this guide, we'll explore the essentials of print workflow optimization, identify common pain points, and show you how Wsc Printer can simplify pre-production, automate workflows, and future-proof your operations.



What Is Print Workflow Optimization?

Print workflow optimization involves refining each stage of the production process to improve efficiency, reduce costs, and ensure consistent quality. From **design and prepress** to **printing, finishing, and distribution**, every step offers opportunities for improvement.

Here's how Wsc Printer enhances each stage:

1. Design and Prepress:

Simplify pre-production with automated tools for efficient planning. Wsc Printer integrates file management, scheduling, and approval workflows into a single platform, ensuring accuracy and preventing costly errors before printing begins.

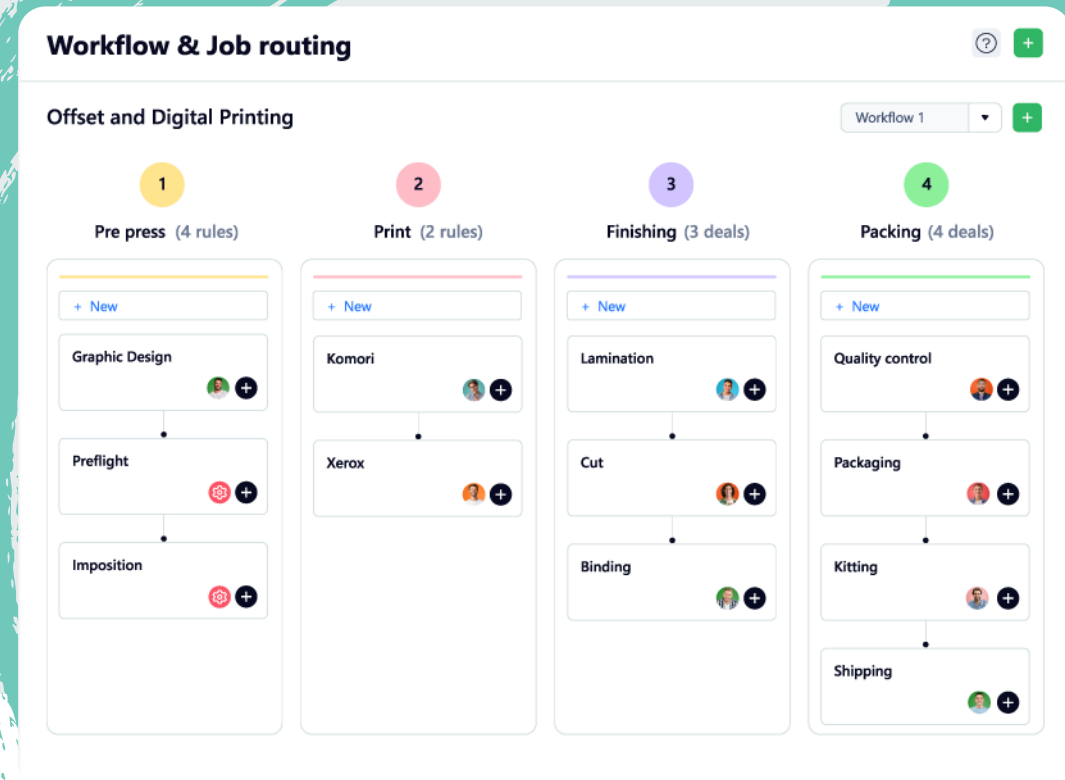
2. Printing:

Automate resource allocation and monitor print equipment in real-time to maintain consistency across all job runs. Whether you're handling direct-to-garment apparel or digital poster printing, Wsc Printer supports seamless operations with minimal downtime.

3. Finishing and Distribution:

Wsc Printer's job routing templates simplify task management. Easily drag and drop to customize workflows, assign operator roles, and optimise every finishing and delivery task for speed and quality.

Each of these stages offers opportunities to improve efficiency and reduce errors. By understanding and optimising each step, businesses can achieve better quality output and lower operational costs across various print products.



Common Challenges in Print Workflows

Despite their importance, traditional workflows often come with obstacles that hinder efficiency, such as:

Human error: Manual processes are susceptible to errors, from design flaws to incorrect print settings, leading to wasted materials and increased costs.

Inefficiencies: Traditional workflows can be time-consuming, with multiple steps requiring manual intervention, resulting in slower turnaround times.

Inconsistent quality: Maintaining consistent quality across different print runs can be challenging, especially when using various printing methods and materials.

High operational costs: Manual processes and inefficiencies lead to higher operational costs, making it difficult for businesses to remain competitive.

Scalability issues: As businesses grow, traditional workflows may struggle to scale effectively, requiring significant increases in workforce and overhead.

Limited flexibility: Rigid, traditional workflows can make it challenging to adapt to new print technologies or changes in demand.

These challenges often result in increased costs, missed deadlines, and poor product quality. But with solutions like Wsc Printer, these pain points become opportunities for improvement.

Scheduling Gantt

Unscheduled jobs

Job id 551 250 Units Windowed Boxes	Job id 552 300 Units Heavy-duty Boxes	Job id 553 50 Units PVC Banners	Job id 554 5000 Units Holographic labels
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Id	Job	Start date	Due date	Time	Mo-27 May					Tu-28 May					We-29 May				
					9	10	11	12	13	14	15	9	10	11	12	13	14	15	9
540	Food Boxes	27/05	27/05	7h	540/Food Box														
541	Prepress	27/05	27/05	1h															
543	Printing	27/05	27/05	4h															
544	Finishing	27/05	27/05	3h															
545	T-Shirt	28/05	28/05	5h						545/T-Shirt									
546	Roll label	28/05	28/05	4h						546/Roll label									
547	Catalogues	28/05	28/05	6h						547/Catalogues									
548	Pvc Banner	29/05	02/06	4h											548/Pvc Banner				
549	Roll-up	29/05	02/06	5h											549/Roll-up				

The impact of inefficient workflows on production

Inefficient print workflows can have prolonged adverse effects on production processes:

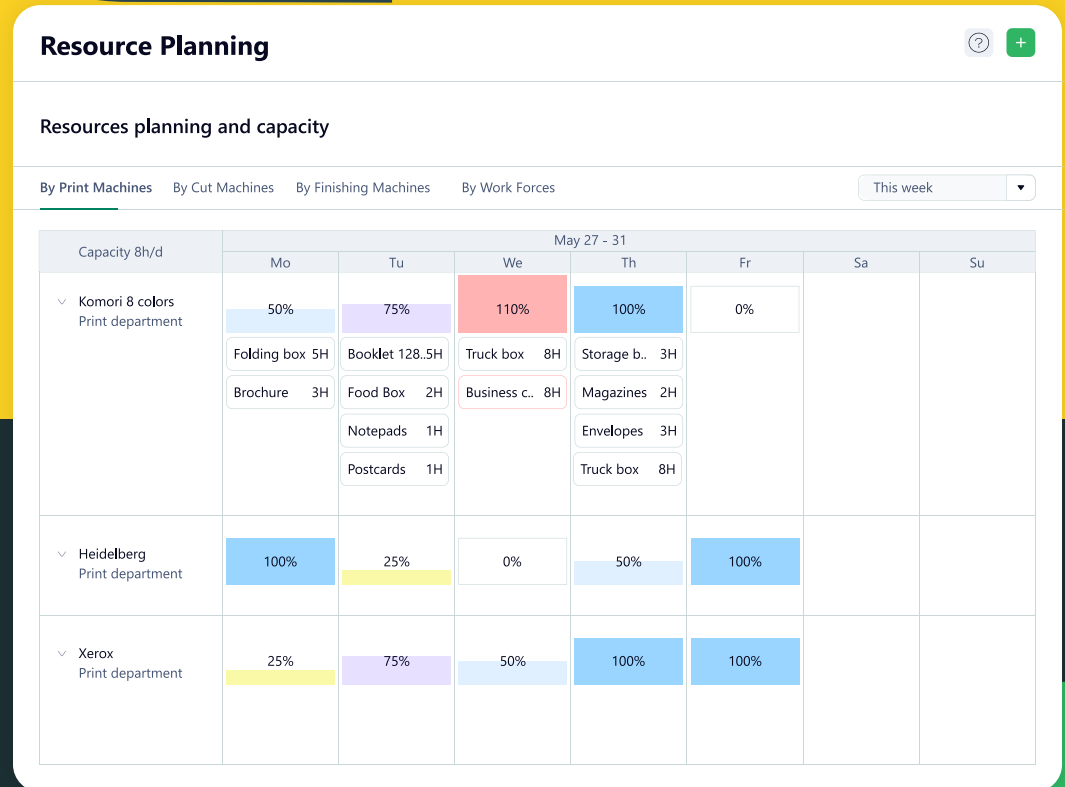
Increased operational costs: Inefficiencies, from materials to labour, may increase resource usage. Errors can accumulate recurring expenses for reprinting. Implementing solutions like Wsc Printer can help reduce costs by optimising and automating workflows.

Missed deadlines: Delays caused by slow and inefficient processes can lead to missed deadlines, negatively impacting business reputation.

Inconsistent quality: Maintaining consistent quality across different print runs can be challenging, especially when using various printing methods and materials.

Poor product quality: Without effective workflow management, the quality of print outputs may suffer, leading to products that don't meet the standard of excellence.

Stifled growth opportunities: Inefficient workflows result in time-consuming, costly operations that can significantly impede the ability to expand.



Ways Wsc Printer Boosts Workflow Efficiency

Here's how Wsc Printer addresses these challenges and transforms your production process:

Simplify Pre-Production With Automated Tools for Efficient Planning: Wsc Printer streamlines pre-production processes with capacity planning tools, cost management, file coordination, and approval workflows. Integrated prepress workflows ensure every job is production-ready with minimal manual intervention.

Create Custom Workflow Templates: Tailor workflows to meet your production needs. Drag and drop to design job routing templates using Wsc Printer blueprints. Customise tasks, phases, and operator rules to optimise operations.

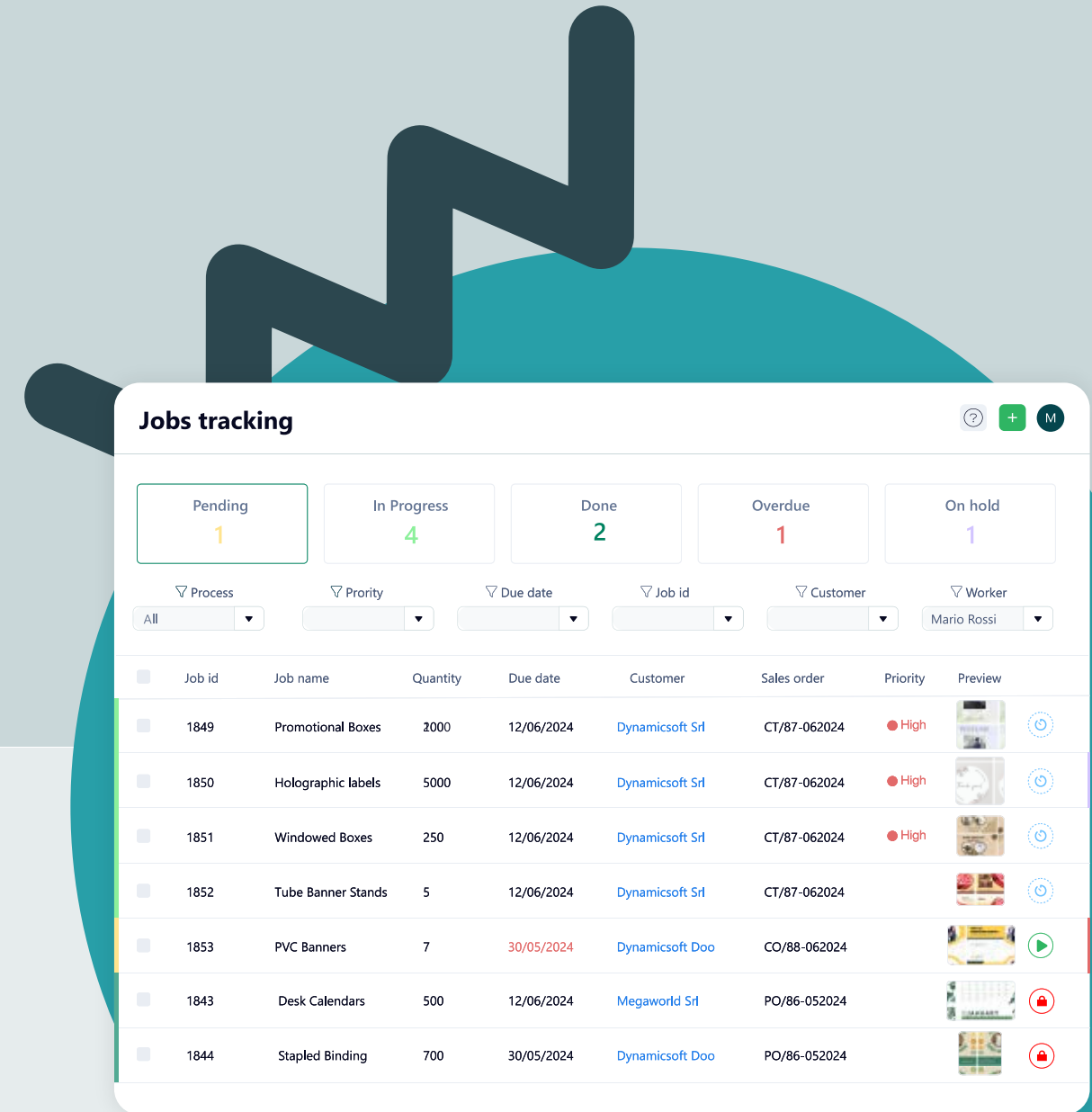
Reduce Errors With Automation: Automating repetitive tasks eliminates human errors, reduces reworks, and improves consistency.

Optimise Resource Utilization: Real-time monitoring tools help you allocate resources efficiently, minimising waste and maximising productivity.

Improve Collaboration With Cloud-Based Tools: Wsc Printer's platform enhances team communication, allowing seamless collaboration across departments.

Boost Scalability Without Increasing Overhead: Flexible tools allow your operations to grow effortlessly, supporting higher output without adding workforce or costs.

Track Performance With Real-Time Analytics: Gain insights into key performance indicators to refine your workflows and meet business goals continuously.



Why Choose Wsc Printer?

Wsc Printer is more than just a workflow tool—it's a complete solution designed to future-proof your print production. By addressing current challenges and adapting to emerging technologies, Wsc Printer ensures your business stays competitive in a fast-evolving industry.

With Wsc Printer, you can:

Save Time and Costs: Automate workflows to reduce production time and resource waste.

Improve Quality: Consistent, high-quality outputs ensure customer satisfaction.

Adapt Quickly: Stay agile with workflows that scale and adjust to market demands.

Transform Your Workflow Today

Ready to take your print production to the next level? Discover how Wsc Printer can help you reduce errors, boost efficiency, and deliver exceptional customer results.

Start your transformation today—unlock the full potential of your print production process with Wsc Printer.



Key Strategies to Optimize Loyalty Programs for Web-to-Print Shops

In today's competitive B2C printing landscape, loyalty programs are a cornerstone for retaining customers, increasing engagement, and driving profitability. With the integration of web-to-print solutions, print businesses have the opportunity to enhance their loyalty programs and provide customers with a personalised experience.

Why Loyalty Matters

Loyal customers spend more, stay longer, and bring in new business through referrals. Research shows that nearly 70% of consumers are willing to pay more for brands they trust and are loyal to. For print shop owners, this means a well-designed loyalty program isn't just a nice-to-have—it's essential for driving Customer Lifetime Value (CLV) and profitability.



Strategies to Optimize Your Loyalty Program

The following strategies can help print shop managers develop effective loyalty programs tailored to their customers' needs:

1. Personalization Through Data: Use customer data from your web-to-print platform to create personalised experiences. Segmentation and AI-driven recommendations ensure offers and rewards resonate with individual preferences.

2. Effective Onboarding: The first 30 days after enrollment are critical. A gradual onboarding process that introduces members to program benefits and features encourages sustained engagement.

3. Gamification and Interactivity: Adding elements like challenges, contests, or tiered rewards makes loyalty programs engaging and memorable. For example, offering bonus points for sharing artwork or participating in design challenges can increase activity.

4. Multi-Channel Integration: Loyalty programs should work efficiently across all touchpoints—whether customers order online through your web-to-print storefront or visit your physical location.

5. Flexible Rewards: Go beyond discounts and offer unique experiences such as early access to premium products, free design consultations, or exclusive print tutorials.

6. Triggered Offers and Emotional Loyalty: Celebrate key milestones with special offers, such as anniversaries or order completions. Aligning your loyalty program with shared values, like sustainable printing practices, fosters deeper emotional connections with customers.

7. Data-Driven Performance Tracking: Measure metrics such as enrollment rates, redemption rates, and average order value. Use these insights to refine and improve your program continuously.

Turning Customers into Advocates

Encourage loyalty members to advocate for your brand by providing rewards for referrals, social shares, or online reviews. Advocacy amplifies your brand's reach and attracts new customers organically.

Why It Matters for B2C Printing Businesses

In the web-to-print world, convenience and customisation are paramount. By integrating advanced loyalty strategies with web-to-print solutions, print shops can stand out in a crowded market, build lasting relationships, and drive incremental revenue.

Partner with Wsc Printer for Success

Wsc Printer offers cutting-edge web-to-print software with robust features to elevate your storefront experience. From easy integration, our solutions empower print businesses to deliver exceptional customer experiences.

Ready to optimise your loyalty program? Learn more about how Wsc Printer's web-to-print software can help your business thrive. Explore our web-to-print software.

Start building loyalty that lasts—and profits that grow.





**One platform to streamline
all Print business workflows**

- Cloud based Print MIS softwar
- All in One Web To Print solution
- E-procurement and Brand portal solution

[Try Wsc Printer](#)