

FLYERLINE.CH AND BE.PRINT LAUNCH COLLABORATION

THE EASIEST WAY TO ENTER THE B2B MARKET: ORDER PORTALS DIRECTLY LINKED TO FLYERLINE



Flyerline.ch print shop customers now have a whole new opportunity to expand their business with companies. The seamless integration of be.print and Flyerline.ch gives them a fast track into the modern web-to-print business – without licence fees yet powered by robust technology and flexible production options, whether fully automated via Flyerline or incorporating the customer's own proprietary products.

Simply offer Flyerline products in business customer portals

As Switzerland's leading online print shop, Flyerline.ch offers an exceptionally broad product range – so extensive that even other print shops rely on it to supplement their offerings or to provide items they can't produce cost-effectively themselves. Thanks to the integration with be.print, all Flyerline products are available for order directly through be.print portals.

be.print enables print shops to set up their own individually branded portals for their B2B customers. There, the companies' employees can easily customise and order a wide

array of printed matter, marketing materials, promotional items and mailings online.

Automated order processing – without any transaction fees

The orders are automatically sent via an interface to Flyerline.ch, which then handles production, logistics and neutral dispatch in Switzerland in the background. Another advantage: Orders placed via Flyerline are also exempt from the usual 2.9% transaction fee for using be.print!

Strengthen in-house production, increase customer visibility

What's more, print shops can also use their be.print portals to promote any other products they want to offer, whether produced in-house or by third-party providers. Regardless of how production is set up, the print shop always presents itself to its customers under its own name. The benefits are threefold: this approach allows them to boost sales with B2B customers, strengthen their own brand and offer flexible production at the best-possible margins.



Secure cloud solution without licence fees

Flyerline customers enjoy all the benefits of be.print's proven web-to-print solutions and the new integration:

- No licence fees, no complex IT
- Secure cloud solution
- Automatically integrated into Flyerline
- Full Flyerline product range and proprietary products
- Proven, market-tested be.print technology

Easy to start, with all-round support from the be.print team

Getting started with be.print is incredibly straightforward: Flyerline customers simply receive their access details and are ready to go in no time. As usual with be.print, customers do not incur any licence fees. There's no complex IT work needed either. The be.print team takes care of all aspects related to technical operations, hosting, updates, maintenance and support. No other approach offers a more risk-free entry into the B2B market.

Powerful solution for high demands

be.print provides print shops with a web-to-print solution that perfectly fulfils all current and future B2B business requirements. This ranges from simple integration into SAP and ERP systems and CI-compliant personalisation to setting up customised approval processes, warehouse ma-

agement systems and much more. The goal: An optimised procurement process that benefits print shops and companies alike.

"Whether they're a print shop or agency, this collaboration lets our customers easily step into the role of portal operator – using a professional tool designed to deliver maximum results with minimal effort."

Steffen Tomasi, CEO of Flyerline Schweiz AG

"be.print has been serving the market for over 20 years – making it the perfect solution for print shops interested in digitalising their processes. Together, we're opening up entirely new sales opportunities for Flyerline customers."

André Hausmann, Managing Director of be.print

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