

# Why Have a Portal with Your Print Services Provider?

A print portal, also known as a web-to-print portal, offers numerous benefits by streamlining the printing process, enhancing brand consistency, and reducing costs. It allows users to order print materials online, often with customizable templates, while maintaining brand guidelines. This leads to increased efficiency, reduced waste, and improved control over brand identity. Here's a more detailed breakdown:

## 1. Streamlined Ordering and Production:

- On-demand printing: Print portals enable on-demand printing, allowing users to order materials as needed, reducing the need for large print runs and eliminating waste from overstock.
- Faster turnaround times: Online portals streamline the ordering process, reducing the time it takes to get print jobs completed.
- Reduced manual touchpoints: By automating the ordering process, portals minimize the need for manual intervention, saving time and reducing potential errors.
- Inventory management: Some portals offer inventory management, allowing businesses to store regularly used materials with the printer, freeing up office space and streamlining fulfillment.

## 2. Enhanced Brand Consistency:

Consistent branding: Portals ensure that all printed materials adhere to brand guidelines, maintaining a consistent brand identity across all communications.

Customizable templates: Pre-designed templates allow users to personalize materials while ensuring brand consistency, preventing off-brand materials from being used.

Controlled access: Portals allow administrators to control access to specific templates and materials, ensuring that only authorized users can access and modify certain content.

## 3. Cost Savings and Efficiency:

- Reduced waste: On-demand printing and inventory management minimize waste from overprinting and obsolete materials.
- Cost visibility: Portals provide clear cost visibility, allowing users to budget more effectively and track expenses.
- Reduced shipping costs: By allowing users to order materials as needed, portals can reduce shipping costs associated with bulk orders.
- Time savings: Streamlined ordering and automation save time for both users and administrators.
- Elimination of manual tasks: Automation reduces the need for manual order entry and tracking, freeing up staff for other tasks.

## 4. Improved User Experience:

- Convenience: Users can order print materials from anywhere with an internet connection.
- Easy to use: Portals offer user-friendly interfaces, making it easy for anyone to place orders, even without design expertise.
- Personalization: Portals often offer features that allow users to personalize materials while maintaining brand consistency.

In essence, a print portal acts as a centralized platform for managing all aspects of print production, offering significant benefits in terms of efficiency, cost savings, and brand consistency.