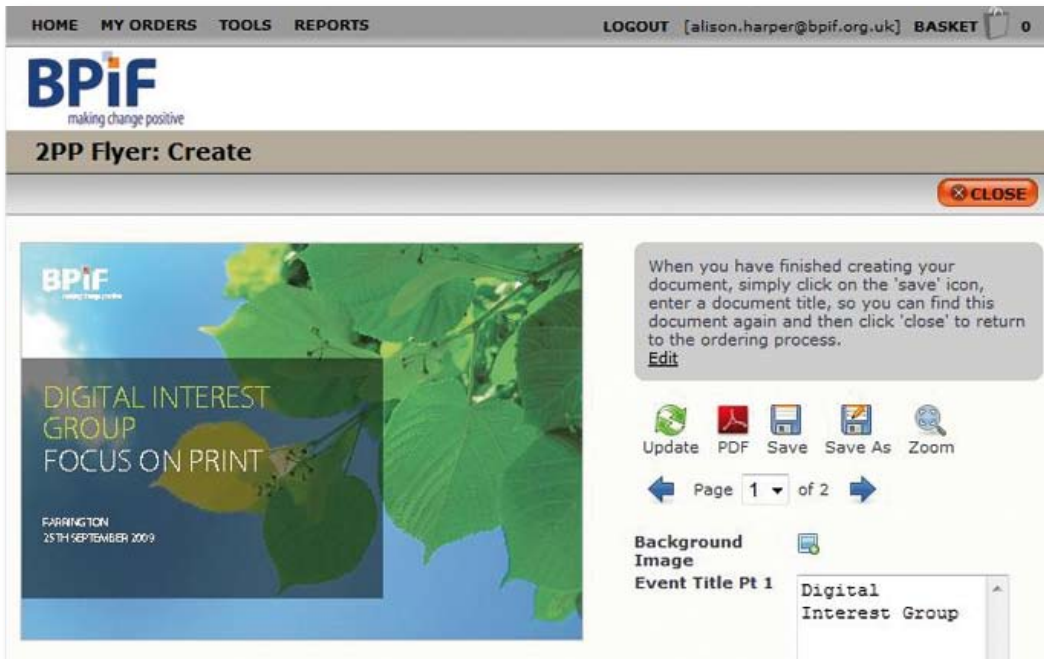


# BPIF brand goes online with web-to-print facility

BPIF invests in web-to-print option for its web users with print management solution from Vpress



Coinciding with the launch of the new BPIF website will be the adoption of a web-to-print system, as the organisation seeks to ensure integrity of its new branding whilst benefitting from the cost savings and efficiencies offered by this technology.

Coreprint, the online print management solution from Vpress, goes live across the regional offices next month, allowing users to edit, proof and order print online simply and efficiently.

Covering a range of items, from business stationery to marketing collateral, users will be able to see the items they wish to amend and order, with a full record of procurement contained within the comprehensive reporting system. With data fed directly into the system, any updates or changes to the printed material can be made quickly and easily, before an order is fed directly into the production process.

The application of brand

identity, whether it is through the use of corporate logos or layout and formatting of stationery, can be locked into the system, guaranteeing integrity across the organisation. Even regulatory and legal entity information can be included to ensure that what needs to be on a document is always there.

## Digital asset

For the BPIF, Coreprint incorporates CoreAssetManager,

a digital asset management module launched earlier this year to enable users to store and manage digital assets, including images and spreadsheets, in an easy-to-use but secure form.

Also included is the recently upgraded personalisation module, Coredirect, for one-to-one marketing. Coredirect offers a simple mail merge but also allows the user to manage text and images. Following simple steps, users can attach, manage and check data in the correct format. Each output file or printed product can be personalised to each line of data.

Kelvin Bell, eCommerce director at Vpress, says: "We have supplied a cross section of all the technology we provide in order to assist the BPIF both financially with cost savings and administratively to facilitate full brand control. The BPIF has an important part to play within this industry and Vpress is delighted to be supporting it."

Cheltenham-based Vpress currently supports over 400 companies with affordable, easy-to-use web-to-print solutions in over 125 countries worldwide with tens of thousands of orders being processed each day.

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