Overview

Cober Solutions is a privately owned family business with more than 103 years of history and innovation in printing and graphic arts. Based in Canada, Cober services some of the largest global brands in the on-demand consumer printing space and has been working in partnership with Infigo since April 2020.

The problem

Cober Solutions has provided web-to-print for more than 15 years in various iterations, working with several different partners. Taking on clients with more sophisticated needs, Cober required a highly responsive web-to-print system. One that could support highly complex variable data composition and automation. The company also needed a platform that was intuitive, forward looking and could integrate with other systems.

Erwin Driever, VP of Technology at Cober, says: "Our research lead us to Infigo and we all felt that this was the best solution for our current requirements and future needs. We were attracted by the functionality and flexibility of the software. It allows us to create incredible portals with amazing tools, unique to each of our customers."
"We had to move our products to Infigo within a month, so we were really under pressure."

Integration and automation has immediate impact on ROI

By integrating Infigo with Cober's MIS, Tharstern, as well as internal workflow, automation, payment and shipping systems, the company can now receive orders, take payment, manufacture the products and ship – all with minimal human activity.

Erwin says: "The ability to provide end to end manufacturing and shipping, with as few touches as possible, provides benefits such as faster response, quicker turn-around times, efficient manufacturing and timely shipping.

"Infigo's web-to-print software has positively impacted our business. We have been able to increase our web-to-print portal presence by more than 10% during these crazy pandemic times, adding new, better and more responsive functionality that we previously would have been challenged to accomplish", he says.

cober

www.cober.com