Overview

Based in Sacramento, California in the USA, GrogTag has capitalised on the craft beer and homebrewing boom. Passionate homebrewers themselves, GrogTag wanted to offer a way for the growing army of microbreweries, wineries and vineyards to create their own labels.

The problem

Dave Blois, Front End Developer of GrogTag, says the company's old platform was "pretty rigid" and didn't offer the flexibility customers were after. "For years, our customers wanted the ability to add a single additional line of text to one of their designs, or to add just one more photo, which they couldn't do," he says.

"We used to have several components working together, which was so hard to maintain. So we decided to make a change. We were looking for a whole platform, something that worked not just as a web-to-print editor, but also worked as a CMS (Content Management System), a solid admin site and an e-commerce solution."

GROG TAG

www.grogtag.com

Powerful tools, simpler platform

GrogTag decided to go with Infigo due to the powerful web-to-print tools we offer. However, the simplicity of the platform was another important factor. Dave says: "It has made web-to-print far simpler and more powerful. We can set up and maintain storefronts more quickly and efficiently. It's pretty easy to use and has improved efficiency." Infigo's integration with GrogTag's other systems has also eliminated a lot of time-consuming tasks.

Dave says: "We have the platform integrated with our MIS and shipping through HP SiteFlow PrintOS. It's triggered when an order is placed and moves files right into our workflow and when the order is complete HP SiteFlow triggers a 'complete order'. "Just having systems communicating with each other has removed a lot of manual work."

Customers can "create some really wild stuff"

Dave says he would have no hesitation in recommending Infigo to other printers due to the "powerful design tool and sturdy backend". "Infigo has a good support team, and good flexibility of technology", she says. On top of this the flexibility and functionality has been a huge hit with GrogTag's customers. "Infigo gave our customers that little extra bit of freedom that they were missing. They can now get that real personalisation that they craved. And we've found that given more freedom, people will run with it and create some really wild stuff. It's really a treat to see our users express themselves with our product through Infigo," he says.