

The logo for 'infigo' features the word in a white, lowercase, sans-serif font. The letters are contained within a thin, red rectangular border. The 'i' has a distinct dot, and the 'g' has a curved tail that extends slightly below the baseline of the other letters.

infigo

Get creative. Get integrated. Get online.





Who we are...

Over 12 years of history

We have a wealth of experience in the printing industry and have developed our solution to meet the market's needs.

Small but mighty

We like to communicate on a first-name basis – we work closely with our customers to deliver long-standing partnerships and success.

Supplying a wide range of industries

We work with a variety of industries and sectors and find creative ways to overcome business challenges.

Proven record of success

Having serviced over 2,000 websites across the globe, we have the knowledge to help your business succeed.



Douglas Gibson
Founder & CEO



Alex Bowell
Technical Operations Director

What we do

We are the leading provider of personalized print and e-commerce solutions, successfully delivering an innovative web-to-print platform that is supported by a world-class team.

Our fully configurable and scalable solution allows businesses in a wide range of industries, including printing, packaging and labelling, to create uniquely branded e-commerce storefronts with a powerful personalization editor. Our aim is to simplify the entire ordering and fulfilment process, through partner integrations and automation

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Evolving folding carton market

Forecasted to reach over \$150B by 2024

Digital transformation



The way brands design, pack and distribute packaging is changing.

More sophisticated packaging stands out on the shelf and engages with customers in new ways.

Serve niche industries and get found online

Increasing digitization of developing economies

Economic growth in emerging markets, such as China and India, has resulted in increasing urbanization, a higher level of disposable income and greater adoption of westernized lifestyles and spending habits. Central to this has been the huge rise in smartphone ownership and internet usage – which in turn has resulted in an increase in cashless spending and e-commerce transactions. These factors have combined to create increased demand for packaged goods, accelerated by the continued global growth of e-commerce, and the ease of purchasing via payment gateways like Stripe or Paypal. One area that is particularly benefiting from this is the cosmetics and beauty industry.

This sector is predicted to grow from
**\$420bn in 2018 to
\$716.3bn by 2025**

Demand for sustainable packaging

The impact a business has on the environment is not a new concern. However, there has been increasing scrutiny on companies' processes in recent years, specifically around packaging. Sustainability is now a key differentiator for consumers, and brands are increasingly adopting packaging materials and designs that highlight their environmental sensibilities. According to one study, 61% of adults said they'd be willing to pay more for food products packaged in sustainable materials, with 35% saying they would be open to paying up to 10% more.

Food Safety Advancements

Concern over food contamination from packaging is increasingly becoming an issue for food safety experts. Growing awareness is resulting in changes to the folding carton process. The industry has responded with improvements to the techniques applied during curtain coating and advancements in water-based coatings. There is also a growing movement towards alternative packaging materials.

The cannabis “gold rush”

Total sales of legal cannabis worldwide is expected to rise from \$21 billion to \$55 billion by 2024, driven by year-on-year growth of 24%.

Different types of cannabis products require different kinds of packaging, either for aesthetics or for legal reasons.

According to Smithers The Future of Cannabis Packaging to 2024 report, the main objective for medicinal brands is to make the product look like a genuine pharmaceutical. For recreational use, several brands have targeted immediate name recognition through association with famous cannabis smokers—this includes Marley Natural (Bob Marley) and Willie’s Reserve (Willie Nelson).

Customers want a smooth, simple transaction

E-commerce sales increased from \$1.3tn to 4.1tn between 2014 and 2020.

Globally the sector is valued at \$5.7tn

and some forecasts suggest the industry could continue to grow by

Three red arrows of increasing size point upwards and to the right, positioned behind the 17.5% text.

17.5%

between 2020 and 2027ⁱⁱ

Recent data from HubSpot shows that 67% of the buyer's journey is now conducted digitally.

Key drivers:

- Ease of transaction
- In control
- Convenience
- Live updates

Web-to-pack creates capacity for your business



Increased revenue

- Searchability via Google
- Take orders 24/7
- Personalized product lines



Complete automation

- Estimates, confirmations, shipping notifications sent
- Proofs sent automatically for approval
- Integration with business systems and design tools



Intelligent decision-making

- 360-degree view of your operations
- Data & analytics
- Job status and planning

Studies show that a customer is 21 times more likely to proceed with a quote that is generated within five minutes than one supplied in half an hour.

Integrated solution leads to a fully automated web-to-pack workflow

Your automated gateway to receiving unlimited online orders quickly and easily, allowing the customers to choose from a selection of predefined sizes or using parametric options to get the exact size they want and need. By integrating with other solution providers, you remove costly touchpoints and potential errors. Web-to-pack creates additional revenue streams for both B2B and B2C applications.

Business to Business

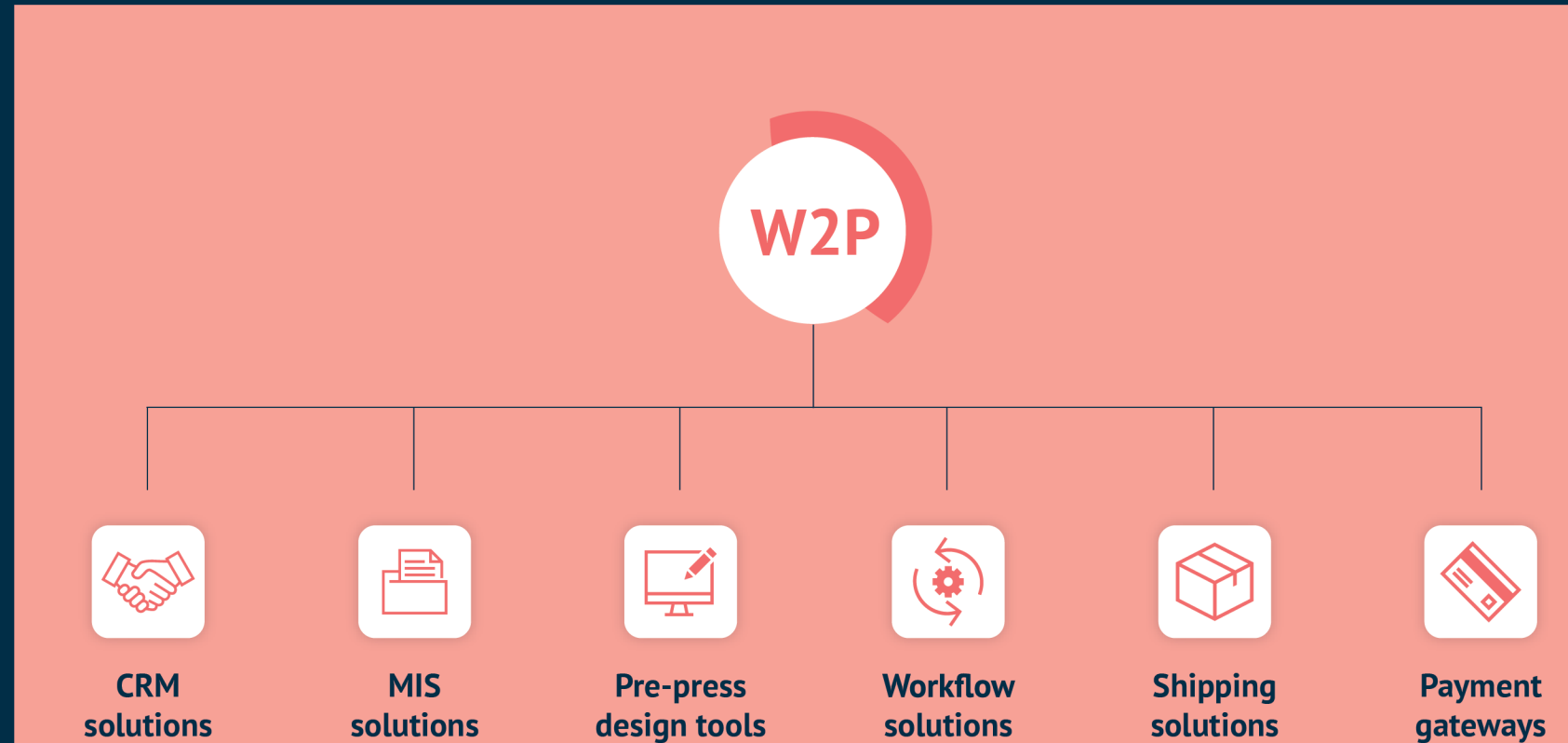


Take new orders and receive re-orders through an easy-to-use web portal, with real-time job status information readily available whilst seamlessly integrating into prepress and MIS workflows.

Business to Consumer



Online storefronts are available 24/7 allowing the consumer to proceed from order submission to shipping in seconds. Integrated with industry-leading MIS and workflow platforms, quickly and easily send orders into production.



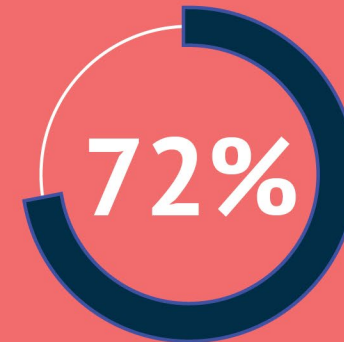
Put the customer in complete control:

- Design product or upload own artwork
- See their quote instantly
- Choosing material
- Applying special embellishments
- Selecting their finish
- Specifying their exact quantity
- View a 3-D preview



The power of personalization

Clients can order any form of packaging, whenever they need it, from their own portal, without having to scroll through irrelevant products. By supplying templates that have customized or personalized areas, complete brand control is in place. Whether it's locking in the logo placement or identifying colors and fonts that can be used.



Data shows that 72% of people say they are more likely to purchase from a brand if it consistently provides them with a more personalized experience.

Increased value and brand protection

If you are creating pizza boxes for mobile wood-fired pizza oven businesses, you may have a generic image of a pizza that is fixed but clients are able to customize the name of the business, colors, and contact details (such as their website and social channels).



Or for a slightly more expensive offering, you might offer the ability to add their own logo and add special embellishments (like hot stamping or a spot varnish), instead of using a generic design. However, you'd create two templates for the storefront – one where the logo can be customized and embellishments can be added and one that can't, for the various range of clients.

Key features for cartons and corrugated packs

Parametric Packaging

- Create perfectly-sized packaging
- Manage individual models without the need to manage variations
- Provide a 3D model immediately for viewing

Parametric Layout

- Dynamically adjust the design based on the size changes
- Allow “non-designers” to create and maintain appealing and functional packaging

EngView Integration

- Immediate access to existing parametric models
 - FEFCO
 - ECMA
- Additional library of displays and packaging
- Professional services to create new models
- Use of existing preview and display technology via API; ability to convert parametric models into native Infigo parametric packaging.



Superior Print and Packaging

Custom Packaging

We specialize in designing and manufacturing custom packaging for cannabis products. Choose from our existing library of packaging or have us create custom designs for you.

Welcome Apotho - Start Ordering



EGIN

- Over 150 products on their site
- Instant pricing
- Custom Packaging
- 3D Previews
- B2B & B2C Ordering Portals
- Creates ease of ordering online

A connected, digital strategy creates new revenue streams

Recent events have highlighted the need for printers to think very differently about the way they operate. Processes need to be streamlined, with digital automation freeing up staff to carry out more skilled tasks. Obviously, there is extra scrutiny on costs and managing the bottom line. By investing in digital processes, you will not only drive costs down in both the short and long term, but also enable you to diversify into profitable new sectors you may not have considered before.



print IQ

ENFOCUS

stripe

easypost.

HYBRID



tilia labs

dscoop

Tharstern



TLMI

★ Trustpilot

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