



## Overview

Founded in 2014, Personalised Luggage is the UK's first and only manufacturer and distributor of fully personalised suitcases. The company offers its services to retail and corporate clients as well as white label services to dropshipping firms.

### The problem

Initially targeting the corporate gifts sector, Personalised Luggage soon realised there was wider demand from retail and dropshipping customers. However, the company needed a platform that enabled them to produce one-off designs, on practically any surface. They also needed to be able to produce individual suitcases, for the retail sector, at a similar cost as the larger runs they were producing for corporate clients. In short, they needed a platform that had simple but sophisticated design capabilities and could integrate with a variety of systems.

### World-class online editor

Offering a wide range of products, from luggage covers in a variety of shapes and sizes, to travel accessories, it was imperative for Personalised Luggage to offer a simple and straight-forward experience for customers to create customised designs. With Infigo's editor, users can effortlessly add their text and upload multiple images, including directly from a mobile phone library or social media accounts, such as Facebook and Instagram.

Before proceeding to checkout, the design can be seen from all angles, with our state-of-the-art 3D preview module. This allows customers to check final details, make any needed edits and complete the purchase with confidence.

### Partnerships with other printers around the globe

Stephen Isaacs, Managing Director of Personalised Luggage, says Infigo's plugins allow their web-to-print platform to seamlessly integrate with a variety of systems. By connecting Infigo with their MIS and shipping providers' systems, Personalised Luggage have created a cohesive workflow - from order to dispatch. "It's just made the production process a lot more straightforward", Stephen says.

"One of the best things about it is the functionality; the plugins, the way it can integrate between all the different platforms." For example, while Personalised Luggage's print and production factory is based in Leeds (England), integrations with shipping providers and other printers gives the company a global supply network.



[www.personalisedluggage.com](http://www.personalisedluggage.com)

If you would like to find out more about how the Infigo web-to-print solution can benefit your business, get in touch with our sales team today

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