



***If you sell Print Products, Ink Router<sup>SM</sup> will make you more money!***



## **FOR WEB-TO-PRINT STOREFRONTS AND PRINT BROKERS**

By simply setting your price limits and turnaround times, Ink Router<sup>SM</sup> manages the rest. It intelligently selects the best printer based on quality, price, and capacity. Each member in the network continuously monitors your attributes, to ensure you receive the best print provider for each order.

## **INK ROUTER<sup>SM</sup> IS TECHNOLOGY THAT MAKES YOU MORE MONEY**

### ***Increase Revenue Through Lowest Landed Cost***

Successful entrepreneurs understand that having the best pricing is paramount. Implementing Ink Router<sup>SM</sup> produces economical solutions. Expand your products and services by positioning yourself within larger markets. Ink Router<sup>SM</sup> makes the transition of integration easy and manages growth expeditiously.

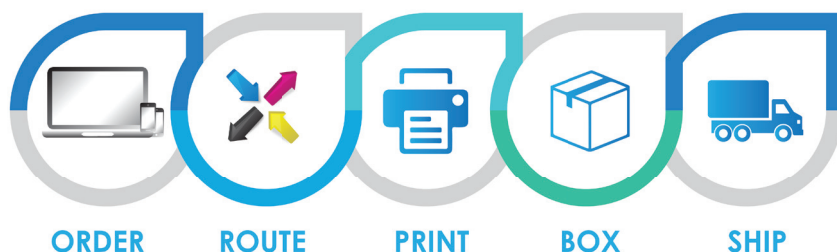
### ***Expand Print Product Offerings***

If you're a small business, there is no time to waste manually maintaining every sourcing channel. Save time and let Ink Router<sup>SM</sup> do the work for you. Complex sales and VAT tax issues are automatically handled. Keep up with current adjustments and stay ahead of the curve by using Ink Router<sup>SM</sup> to further extend resources. Have access to invoices and critical reports, all at the tip of your fingers.

### ***Use Business Intelligence To Handle More Orders***

Ink Router<sup>SM</sup> recognizes that not all API's are created the same. The benefits of JDF/CIP4, standards make matching the right products painless. We took the Algorithmic Adaptive Intelligence approach to access a diverse vendor network without added labor. Print resellers will quickly notice the low landed costs.

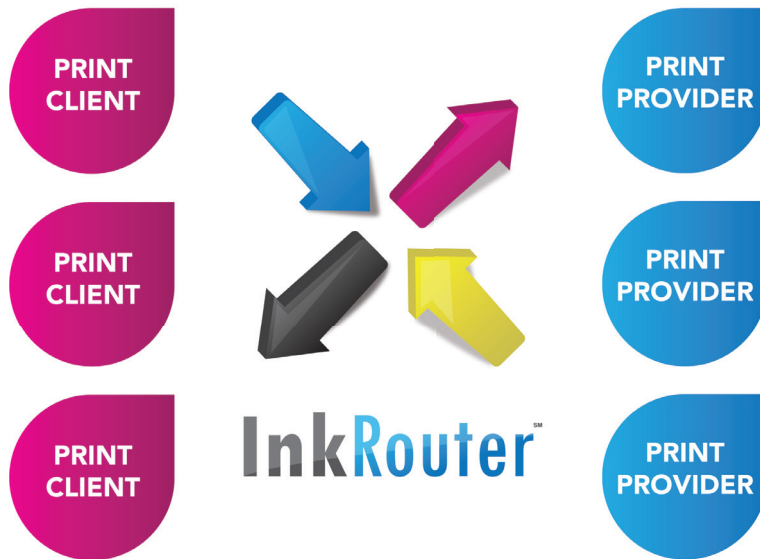
Reduce labor, time, and costs by utilizing this practical system.



## TECHNOLOGY OVERVIEW

### Introduction

Ink Router<sup>SM</sup> seamlessly connects print clients and print providers in a shockingly new efficient and effective manner.



### Ink Router<sup>SM</sup> technology Lets You

1. Use REST or SOAP web services to submit new orders, update orders, put orders on hold, off hold, and cancel orders.
2. Map your custom marketing terms for offered products to standard PrintTalk /JDF terminology for seamless communication with both preferred and network providers.
3. Have access to participating print and promotional product providers, competitive printing and shipping prices.
4. Receive real-time fulfillment updates.
5. Receive unified invoicing for orders fulfilled by the network of print and promotional product providers.

### Contact Information

ROBERT GODWIN | Product Manager  
Direct Line +1.702.659.8132 | robert.godwin@inkrouter.com

[INKROUTER.COM](http://INKROUTER.COM)



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