

DIGITAL SOLUTIONS FOR PRINTING INDUSTRY

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VG7 E-COMMERCE

From B2B to B2C: the e-commerce
of the future



2023
2024

VG7 E-COMMERCE

The first E-commerce CMS created specifically for the sale of print products

For printing companies that want to sell their products and services online, VG7 has created a specific E-commerce CMS. Thanks to this module you will have a virtual shop that fully exploits the potential of the web.

Online estimates for any product with printing service

VG7's CMS gives you the opportunity to sell a wide range of products at a fixed price, a quantity-dependent price or at a price determined by dynamic calculation.

Each product type uses a specific calculation logic:



Simple products



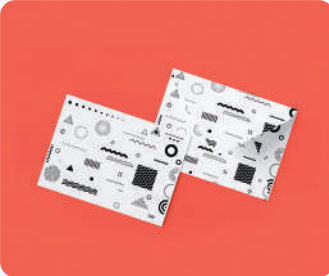
Publishing products



Commercial products



Large format products



Envelopes



Copying blocks



Paper converting products



Labels



Screen printing products



Gadgets



Custom clothing



Various services

Simple and print products

Simple products are all those that have a fixed or quantity-based price.

Examples of this typology can be: floor or counter displays made of corrugated cardboard, cases, boxes, envelopes and, more generally, all products that are not processed internally but purchased from third parties.

Print products are all those products whose sales price is determined by the VG7 calculation engine. The software compares different technologies to determine the best solution and thus achieve the best-selling price.

Areas with exclusive access

This feature allows you to diversify the offer for customers by reserving price lists and personalized products specific to some of them.

With a single website you can create multiple exclusive areas dedicated to specific customer categories or individual customers, who ,with their login credentials, will be able to view products and sections not visible to others.

Multiple and fractional Shipments

This feature allows the user to enter multiple shipping addresses for the same order line and also select the quantities to be shipped to each address. It is also possible to establish a different type of shipment for each split created.

Upload of the print file

This feature allows the customer to autonomously upload the print files for each order.

Files can be uploaded either after registration on the website or directly from the ThankYou Page generated after the order has been confirmed.

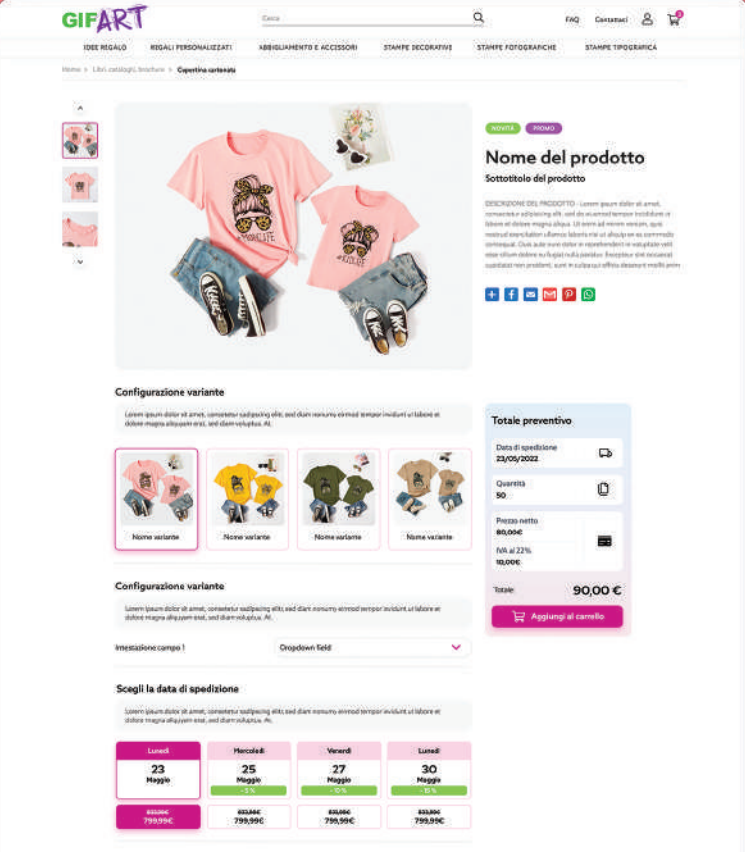
All files are archived in high quality and can potentially be analyzed with the VG7 Preflight module.

Saving of the shopping cart

This function enables customers who are registered on the website to save the entire content of the shopping cart so that they can return to it later and complete the order.

Furthermore, if a customer places products in the cart before logging in, these will be kept after logging in and combined with those already present.

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E-commerce



Online and offline payments

Online payments:
Quickly integrate the most commonly used electronic payment systems and facilitate the completion of the order.

Offline payments:
Allow your customers to pay on the website via bank transfer, cash on delivery or other traditional payment methods.

Search filters

In addition to the classic keyword-based search, the management software provides a feature that allows you to create filters in each section of the site. It is possible to create filters by color, size, format, gender, etc. In this way, the customer will be facilitated in the search for products and will finalize the purchase more quickly.