



TemplateCloud®

the design marketplace



**Next generation 'editor' for
your online print store**



Template library and online graphics 'editor'

What is TemplateCloud®?

TemplateCloud® is a design 'editor' that bolts on to your existing online print store. It enables visitors to your website who do not have a graphic file to upload to create their artwork online, and go on to order printing from you.

TemplateCloud® allows your visitors to browse 'sector specific' templates and to refine their search not only by sector, but also by color, size and genre. It includes designs for flyers, leaflets and other stationery, not just business cards.

Once your client has selected a design, TemplateCloud® opens the template in an editable format. Next, they can personalize the template, edit the text and upload their logo.

Templates also contain 'sector specific' photos and images. However, if your client so wishes, they can upload their own, or utilize the embedded image library that contains 14 million images. Your client's edited design can also be saved for later use.

TemplateCloud® is integrated into your established online print store via an API (Application Programming Interface). This process is undertaken by your web developers, and a full technical briefing is provided. Support is also available via webinars and a help forum.

Why add a design 'editor' to your online print store?

Many visitors to your online print store have a PDF to 'upload' ready for you to print, or many wish to use a traditional 'offline' graphic design service. However, the reality is that there is an ever growing third 'group' of visitors who want to create their artwork online themselves, perhaps for reasons of convenience, restrictions on budget or an impending deadline.

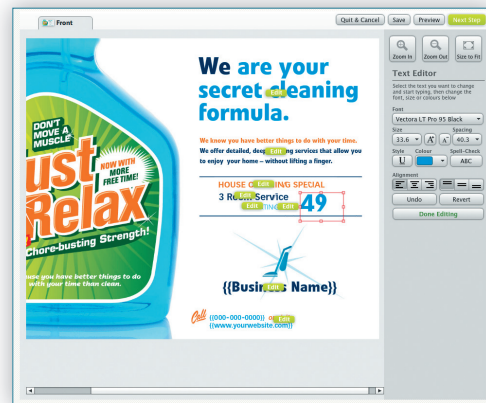
As the online trend continues, not having a design 'editor' like TemplateCloud® means that you're missing out on a growing segment of the market.

The TemplateCloud® differential.

The TemplateCloud® mantra is 'Real Design by Real Designers'. This means that our designs are 'crowdsourced' from freelance designers, making TemplateCloud® the pre-eminent template library, measured by its creativity and diversity. New templates are added weekly.

The editing process is 'on the design' rather than in 'text boxes at the side', giving your client a highly intuitive editing experience. This means that TemplateCloud® is suitable for more complex designs like flyers and leaflets, and especially apt for editing paragraph and 'body' text.

To date, TemplateCloud® offers over 10,000 templates and 14 million easy-swap images, giving your client unrivalled creative choice. The belief is simple: by providing lots of options, coupled with easy editing, the likelihood that visitors to your online print store will find a design that is right for their business is greatly increased, which means more print jobs for you.



A solution that bolts on to your established online print store via an API

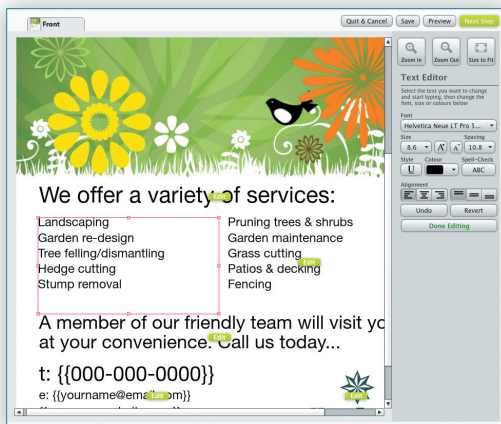


Your clients can easily edit flyers and leaflets with complicated designs and body text

TemplateCloud® significantly extends the range of 'design and print' that your clients can order online



Your client has access to over 10,000 templates and 14 million easy-swap images



Your programmers will find it easy to integrate TemplateCloud® with our API

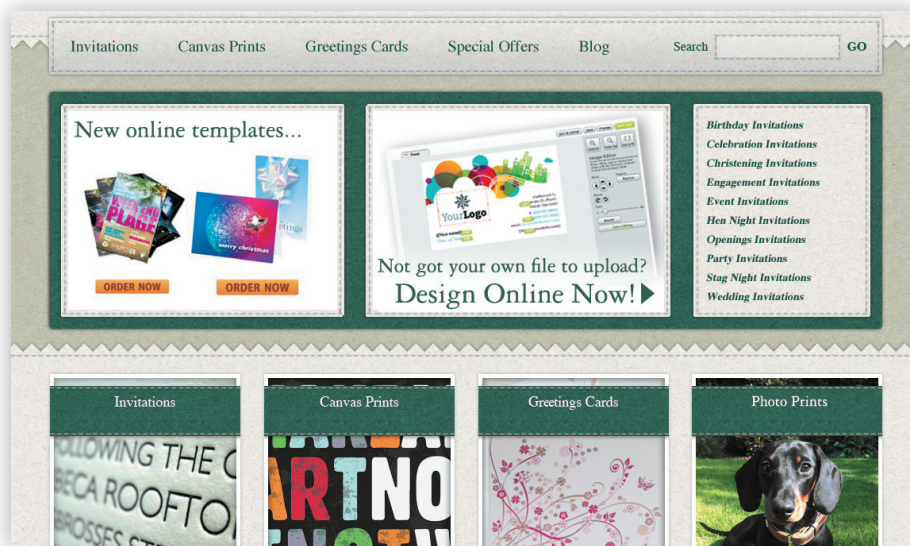
Key facts

- Get print ready PDFs from each order;
- Full range of products including flyers, leaflets and business cards;
- 'On-design editing' as opposed to 'text boxes at the side';
- Over 10,000 templates featuring sector specific copy and photos;
- New templates added weekly keeping design content fresh;
- Most templates are 'crowdsourced', providing genuine creative depth and authenticity – 'Real Design by Real Designers';
- Photos within templates can be mixed and matched from a library of 14 million images providing unrivalled creative scope for your client;
- European sizes also available;
- Templates also available in Spanish and French;
- Bolts on to your online print store via an Application Programming Interface (API);
- Integration process is easily completed by any experienced developer. Full support provided;
- Choice of subscription packages;
- Get started from \$995;
- Switch packages as your usage and requirements change.

See templates in action at :
printing.com
flyerzone.co.uk
drukland.be

Your website and TemplateCloud®

New functionality, new opportunities, new clients

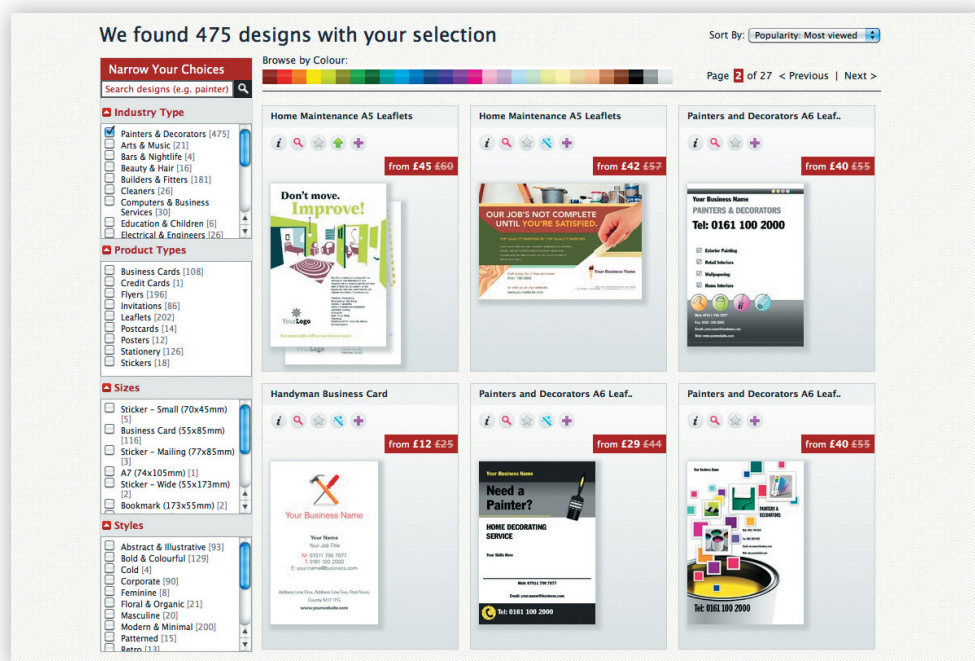


Add TemplateCloud® to your online print store to generate orders from clients who don't have a print ready PDF

An example of how TemplateCloud® could be added to the Home Page or Landing Page of your website

Clients search for designs by sector and other criteria. Search results are shown as 'thumbnail' images

The API enables the design search function to be added to your website



The design search process, taken from flyerzone.co.uk

Prices set by you

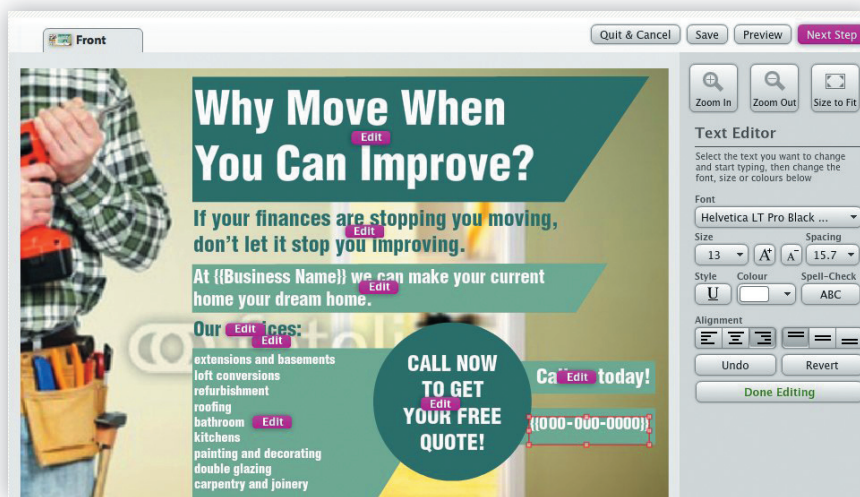
Don't like the image? Clients can upload their own or choose from 14 million from our partner photo library

Clients can edit text and images to better personalize the design

Choice of font, sizes, colors and alignments

Clients can upload their own logo, or many designs have an 'instant logo'

Intuitive, on-document editing



Template contains sector specific copy and images

Clients can add their specific details

Your clients enjoy a leading edge editing experience, thus increasing the likelihood they will finish personalizing the design and place an order

Once your clients have completed their designs and placed their orders, a print ready PDF is generated.



A print ready PDF is delivered for you to print

Crowdsourcing

TemplateCloud® designs are principally 'crowdsourced'. This means that independent graphic designers produce designs based on sectors with which they have a creative affinity, which are then added to TemplateCloud®.

Sourcing design work this way brings greater individuality and diversity to our library of designs, therefore increasing the likelihood that visitors to your website will find a design that they want to order. New designs are added weekly, keeping TemplateCloud® content fresh.

In common with an online photo library, TemplateCloud® contributors receive commission when their designs are used, thus providing an incentive to produce high quality designs which your website visitors will find appealing.

'Crowdsourcing' makes TemplateCloud® the most dynamic, creative and diverse template library available



Templates are principally 'crowdsourced'

Implementation

Adding TemplateCloud® to your online print store

Adding TemplateCloud® via the API

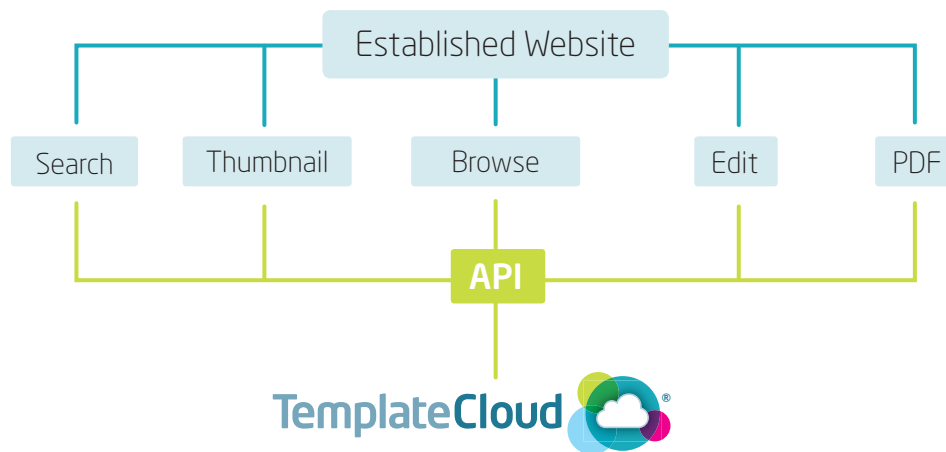
TemplateCloud® doesn't replace your existing website. It doesn't change how you display your products and prices. It doesn't alter how your checkout process works.

TemplateCloud® enables your visitors to search for designs, see preview thumbnails and then edit the templates. The TemplateCloud® API embeds our advanced 'editor' within your website, which means your customers never leave your site.

When your clients have finished editing their design, perhaps after uploading their own photos, they continue through your existing checkout and payment process. Once they have completed their purchase, you simply use the TemplateCloud® API to generate a print ready PDF which is available for download within minutes.

Adding the TemplateCloud® API requires programming from your web developer. We provide full documentation and example code in common languages to assist them in doing this.

TemplateCloud® doesn't replace any of your existing website, rather it adds the search and editing function for clients without artwork



The API controls the interaction between TemplateCloud® and your established website

Technology and Road Map

The TemplateCloud® 'editor' runs on Adobe Flash®, which means it's compatible with many browsers including Internet Explorer, Chrome, Firefox and Safari. For Tablet devices, like iPads®, we are developing an alternative HTML5 version of the TemplateCloud® 'editor'.

Moving forward, not only will we work hard to grow the TemplateCloud® library, we also anticipate many new features being added to the 'editor' itself.

The 'editor' is compatible with most browsers and a version suitable for tablet devices is in development

TemplateCloud® packages

Choose a package to suit your requirements

There are 3 packages to choose from to add TemplateCloud® to your online print store. You can switch packages as your requirements change.

Partner	Pro	Premium
Initial licence fee: \$995 Monthly minimum: \$149	Initial licence fee: \$1995 Monthly minimum: \$499	Initial licence fee: \$2995 Monthly minimum: \$1499
Domains: 1	Domains: Up to 3	Domains: Unlimited
API design fee: 0% discount	API design fee: 5% discount	API design fee: 10% discount
Integration support: Documentation and community	Integration support: Group webex up to 1 hour	Integration support: Personal webex up to 4 hours
Minimum term: 90 days	Minimum term: 6 months	Minimum term: 12 months

Design fees

For each template ordered by your clients, an 'API design fee' is payable to TemplateCloud®. Typical design fees range from \$8 to \$12 for business cards and from \$15 to \$30 for leaflets.

The design fee covers the royalty we pay to the original graphic designer (typically 33%) along with the hosting and management of TemplateCloud®. There are then no additional fees to pay for access to the photo library for the use of the 14 million interchangeable images.

As TemplateCloud® features 'real' graphic design, the scope exists for you to 'mark up' the design fee, with 30% being a realistic objective (the exact amount is always determined by you). This turns the design fee from a cost into a profit opportunity.

You must spend a monthly minimum of \$149 to \$1499 (depending on the package chosen) on design fees in order to maintain the TemplateCloud® service, or alternatively you will be charged the minimum monthly fee.

Next steps:

For more information, contact us:

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TemplateCloud® is a division of printing.com PLC, traded on the London Stock Exchange under the ticker PDC.



Template library and design 'editor'

Real design by real designers

Easy to integrate

10,000+ sector specific templates

Flyers, leaflets and business cards

14 million easy-swap images

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