HappyPackaging®

Become the leading online label & packaging printer in your country

Join the HappyPackaging platform and benefit from our plug & play business solution!

Online printing made easy!

The Opportunity

Online printing is growing fast worldwide. Print service providers that embrace the internet and implement an integrated online strategy in which technology, branding, marketing and innovation are combined, are well positioned to be part of this growth. For them, HappyPrinting has created an international, scalable, online printing platform, complemented with branding, marketing and innovation services.

Our brand promise

It's our mission to help our customers to promote themselves.
Therefore we offer printing services that will make our customers happy, every day.
We print, you smile!

About HappyPrinting

HappyPrinting is a global online printing franchise company based on one brand, one technology and local printing partners. We offer state-of-the art printing solutions, services and innovations. We share our marketing knowledge, our technology and our innovations with all our partners worldwide. HappyPrinting is headquartered in The Netherlands.

happyprinting.net

Plug & Play business solution

We all share, we all benefit!

If you want to become a leading online printer in your market, we will get you in business at high speed and low cost. You get a plug & play business solution, including branding, marketing, technology and business services. Partners will benefit from the shared knowledge, experiences and innovations. And as partner of the global network you are positioned to receive print orders from global customers, to be printed locally.

The brand
- Branding materials
- Global brand
- Brand DNA

Marketing
- Campaigns & content creation
- Digital marketing
- Online advertising

Technology
- Localized webshop
- Hosting and data storage
- XML integration

Global network
- Knowledge sharing
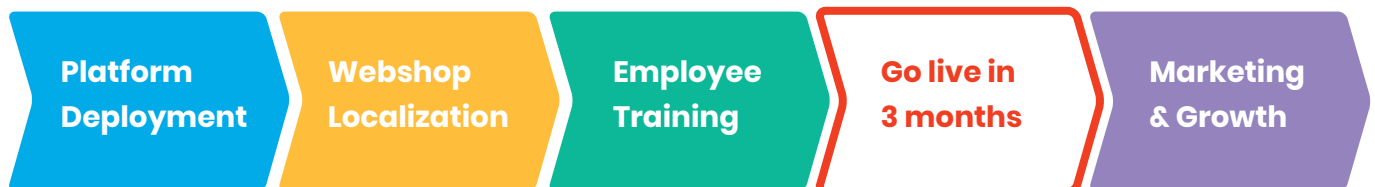- Cross border production
- Global reach

Innovation
- Graphical editor
- Online preflight
- Brand portal

Business service
- Marketing services
- Back-office support
- Product management

Country implementation process

Platform Deployment	Webshop Localization	Employee Training	Go live in 3 months	Marketing & Growth

"Online Print markets explode towards 2025"

– Bernd Zipper, Zipcon Consulting –

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Platform set-up

Set-up fee €18.000

- Country webshop set-up
- Webshop in local language
- Standard product portfolio
- Localized pricing
- Graphical editor with basic templates
- Backend integration via email
- Training

Optional platform functionalities

- Editor design templates €2.000 set-up
- Online prepress €2.000 set-up / €200 per month
- Backend integration €5.000 set-up / €100 per month

Marketing set-up

Set-up fee €5.000

- Marketing strategy development
- Marketing platform set-up
- Social media set-up
- Production of initial social media post
- Email marketing set-up
- Production ofinitial banner set
- Search engine advertising set-up
- Training of local marketing coördinator

Platform service fee

Platform fee €950 per month

- Webshop hosting
- Platform maintenance
- Platform improvements
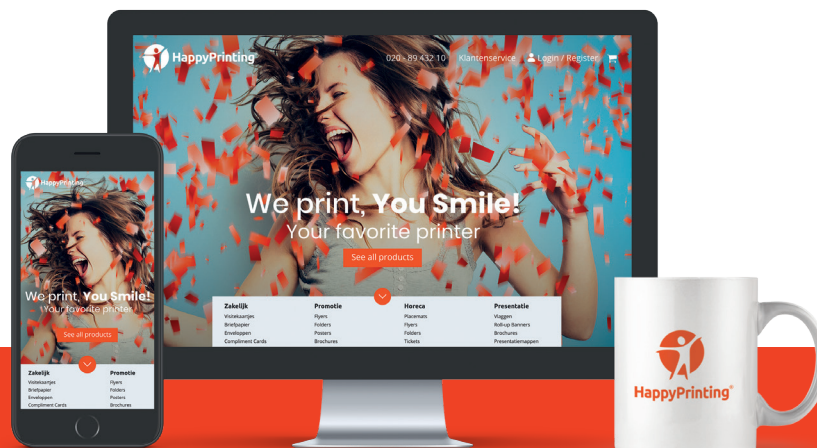
Revenue share

10% of revenue

- Marketing materials production
- Marketing platform improvements
- Marketing implementation

Media budget

Determined by the franchise partner

- The media budget is determined by and at the expense of the partners
- Based on business plan

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Join our global network

> "We joined HappyPrinting because we believe in sharing marketing and technology with all partners."
>
> Tom Carunungan
> Philippines

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At HappyPrinting we believe in sustainable printing. By producing locally, we reduce the need for international transportation of printed materials and aim to contribute to a lower carbon footprint.

Join HappyPrinting now

We are looking for franchise partners worldwide that want to join the HappyPrinting brand, platform and network. If you want to become a leading online printer in your market, contact us and we will be happy to discuss the possibilities. We will get you in business at high speed and low cost.

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