



# HappyPrinting®

## **Become the leading online printer in your country**

Join the HappyPrinting 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

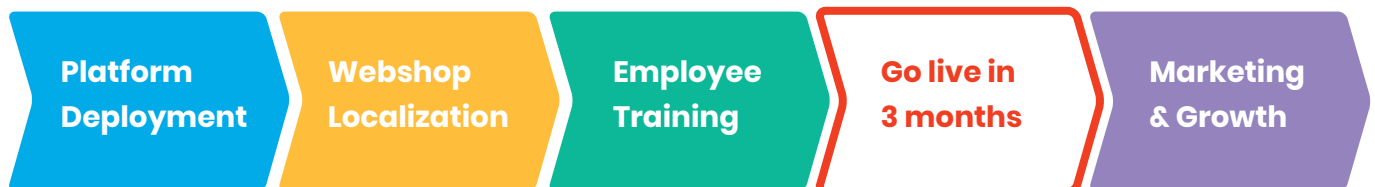
- Graphical editor
- Online preflight
- Brand portal



### Business service

- Marketing services
- Back-office support
- Product management

## Country implementation process



**“Online Print markets explode towards 2025”**

- Bernd Zipper, Zipcon Consulting -

# Online printing made easy!

## Platform set-up

**Set-up fee €18.000**

- Country webshop set-up
- Webshop in local language
- Online graphical editor
- Standard product portfolio
- Localized pricing
- Backend integration via email
- Training

## Optional platform functionalities

- Online preflighting
- Online file fixing
- BrandPortal
- Backend integration

## 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 of initial banner set
- Search engine advertising set-up
- Training of local marketing coördinator

## Platform service fee

**€950 per month**

- Webshop hosting
- Platform maintenance
- Platform improvements

## Revenue share

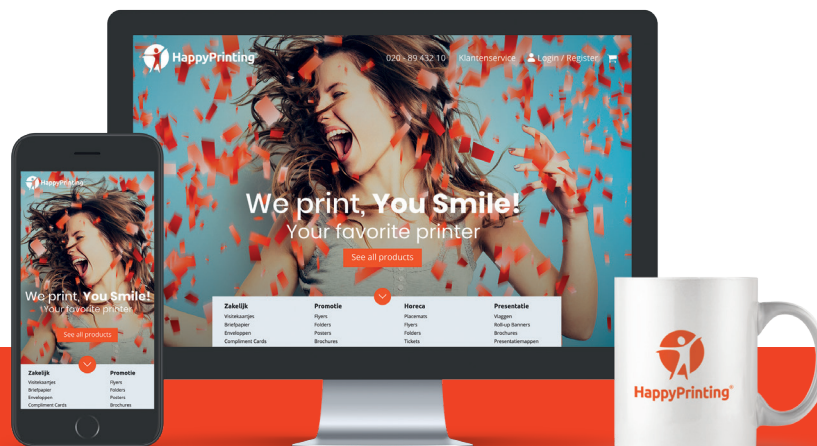
**10% of revenue**

- Marketing concept creation
- Marketing production
- Marketing implementation
- Marketing improvements

## Media budget

**Determined by the franchise partner**

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



# 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.



**happyprinting.net**