

**3 MONTHS
FREE**
UPGRADE OFFER
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The easiest way to start your online print shop

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The easiest way to start your online print shop

Use the same web-to-print platform powering printing.com, Nettl.com and hundreds of online print shops around the world. Create your online print shop in 5 minutes and have it ready to take orders within 48 hours.



get started at w3shop.com



The relentless march online

£3 of every £10 is now spent online. That's 50% more than before the pandemic. Ecommerce was already growing substantially.

The pandemic simply accelerated things. New online shoppers were forced to try it. And they liked it. Once habits form, behaviour changes forever. It seems certain more sales will happen online. And not just consumers. Because behind every B2B transaction is a human. Is your current website ready?



Complete product range
A million printing options
for sign, display and promo
products built in



Management system
Includes powerful CMS
back office to manage your
studio workflow



Fully customise
Customise with your
branding and add as many
pages as you like

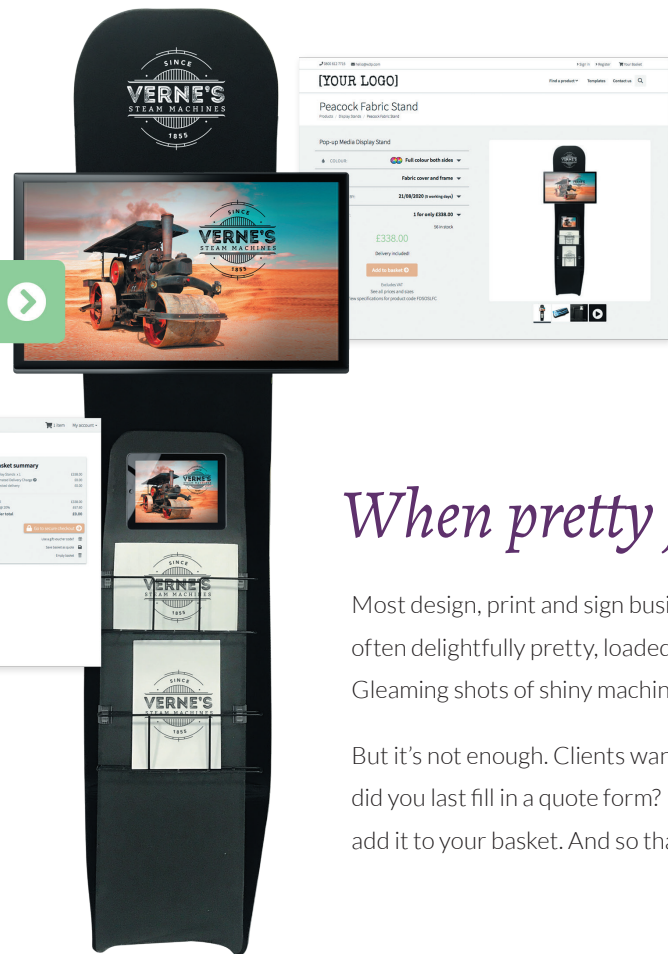


Flexible pricing
Set your own prices,
keep them private or
make them public

Adjust retail price

£338.00

Add to basket



When pretty just isn't enough

Most design, print and sign businesses have websites. They're often delightfully pretty, loaded with portfolios of past work. Gleaming shots of shiny machines and impressive plant lists.

But it's not enough. Clients want to do more. Be honest, when did you last fill in a quote form? It's easier to find a product and add it to your basket. And so that's what clients do.

Choosing the right tool for the job

If you sell jam or shoes or cannabis oil or scooters or trombones or fish food, then an off-the-shelf ecommerce platform will work just fine. If you're selling print, signs, posters, displays or personalised promotional items, it's best to choose a specialist platform, designed with design in mind.

That's w3shop by Nettl.



Sell the things clients want to buy



Say yes more often. w3shop by Nettl has thousands of different product categories built-in. From banners to billboards. Bunting to beanbags. Fancy business cards to printed brollies. Meeting booths to sign boards. Vinyls. Metal. Fabric. Card. Paper. Glass. Acrylic. Extend your capability with infinite capacity. Everything clients need to promote their business, priced and ready-to-order, with free fast shipping direct from the factory to your client.

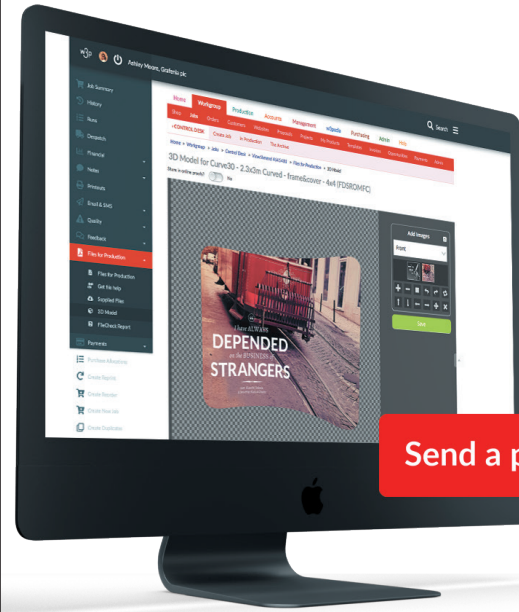
Add to basket ➔

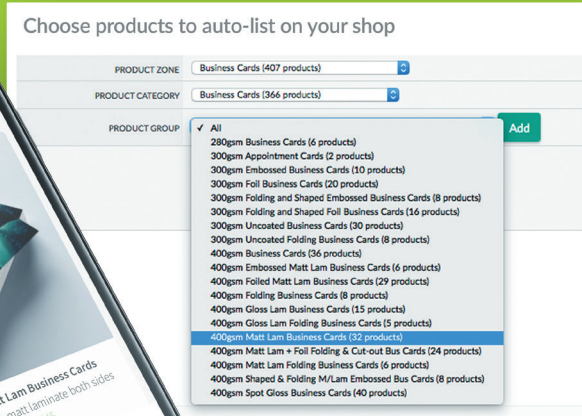
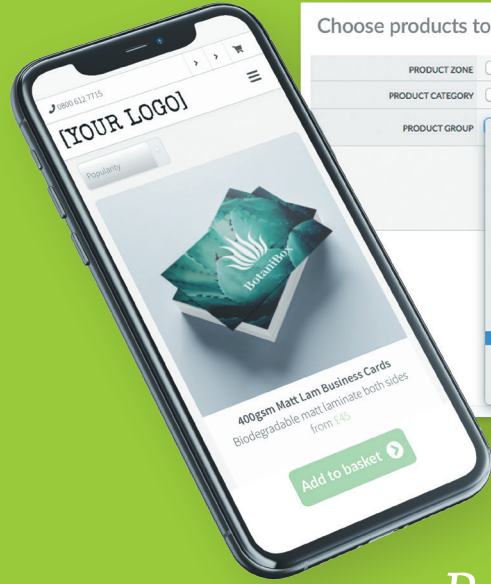


People are getting more expensive. Don't waste their time on admin tasks. Every w3shop by Nettl comes with the most powerful back office on the planet – w3p. It's used by thousands of users in hundreds of studios every day. It automates your workflow and allows your team to focus on building relationships and not repetitive tasks. Manage multiple online shops from one admin console.

A back-end to rival the front-end

Send a proof ➔





Building a store from scratch is hard

Are you already running an online store? Maybe you've listed some products you make in-house. Takes time doesn't it? Writing sales copy, keeping specifications up-to-date, calculating prices and taking product shots. What a burden. Wouldn't it be easier if someone did all the merchandising for you? New products automatically listed, as they're launched. An instant product catalogue, ready-to-start selling. Today.

Get started fast and grow as you grow

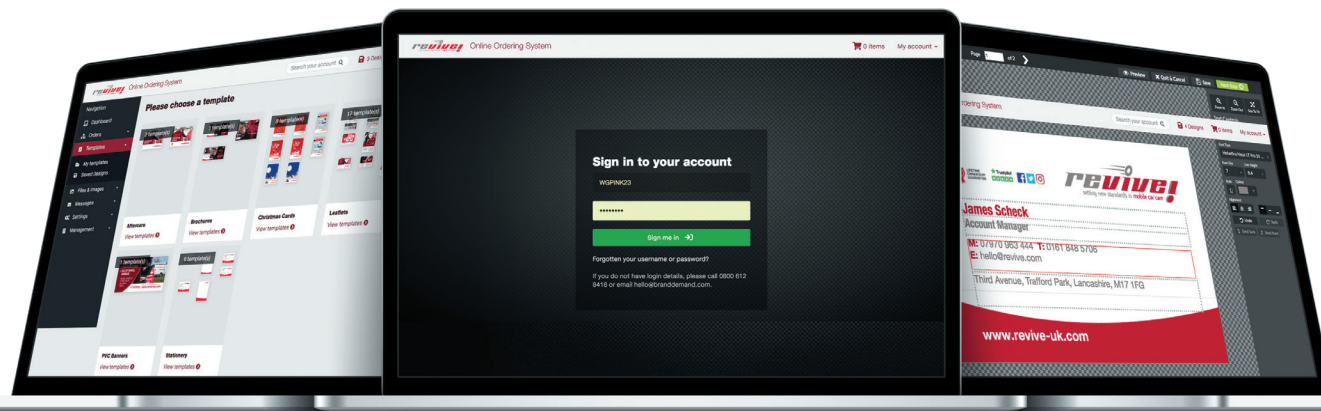
Pick a ready-made boutique and launch your online print shop quickly. Each w3shop has twenty page types designed and ready to tweak. Use our built-in visual editor to change text and images directly on the page. Add new pages as you like.

Create landing pages for products.

Or centred around events or industries. Design pages in advance and publish later.

You're in control.





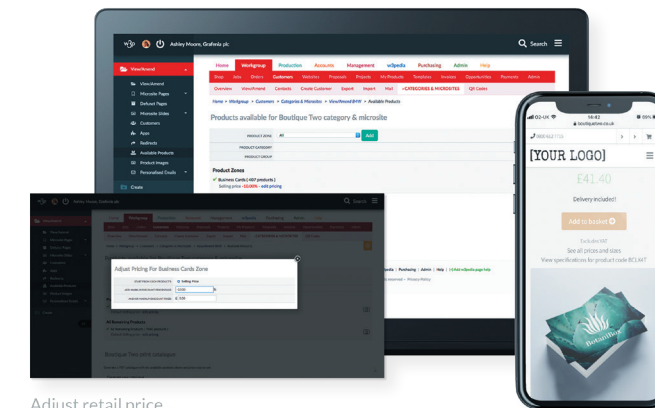
Build private stores for corporate clients

Print isn't just sold through public shops. Lots is sold through private portals. If you have clients with multiple teams, departments, branches or franchises, you can set up private shops in their brand style and colours.

With our Template Pack, build online templates, directly from InDesign. Give them access to private templates for their frequently ordered marketing collateral, so they can edit self-service.

Your shop, your rules

Out the box, your w3shop is configured to show every product in our huge range, at recommended retail price. That's the price clients pay on printing.com. With just a few clicks, you can set your own pricing rules, globally or by category. Sell above the RRP or add a fixed discount. Turn off product categories you don't want to sell. Show prices to everyone, or make users register to see them. It's up to you.



Adjust retail price

Product Zones
 ✓ Business Cards (407 products)
 Selling price -10.00% - edit pricing

Choose which product categories to *auto-list* on **your shop**



Litho and Digital



Signs & Display



Clothing & Apparel



Gifts & Promo Items

Add your own product range

Did we mention our range covers almost every print, sign and display product you can think of? If that's not enough, you can add more. With our Production Pack, upload products you make in-house or source from other suppliers. They're listed on your shop, just like other products. Set production paths through your factory and manage steps on a drag'n'drop Kanban dashboard.



Learn by doing

We've designed w3shop to be powerful, yet accessible. Everything you'd like to do is covered in online videos and resource articles. Follow our step-by-step guides to customise your shop. If you don't have the patience, or would rather someone did it all for you, no problem. Buy an Expert Pack and our Nettle Geeks will give you a fixed price quote to design or build your site.



Become part of a community

There are hundreds of entrepreneurs like you in our network. Get access to a private community and share ideas, ask questions and discuss topics with other printers, designers and business owners. The business world can be a lonely place at times. There's strength in being part of a bigger network. Now more than ever.

Security for your peace of mind



SSL included

Site includes SSL certificate to protect you and clients



Secure user accounts

Individual user accounts for your team members with full audit trail



3D payment protocols

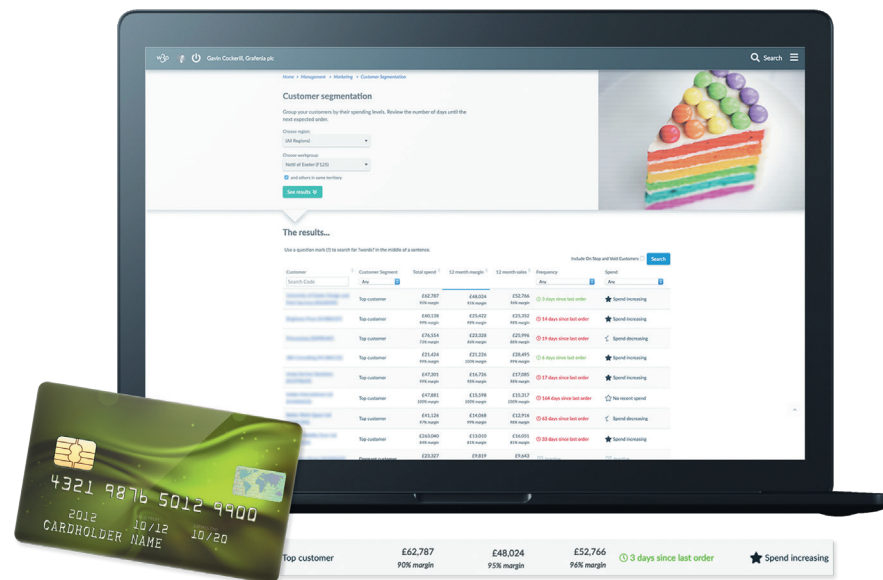
Check-out complies with GDPR and 3D payment protocols



Payments by Stripe

Customer credit card data securely stored by Stripe

Import all your existing customers and contacts into our back office and automatically create online user accounts. Use built-in reporting tools to segment customers by spend, margin and order frequency. Export data lists to create personalised campaigns based on spending history and marketing preferences. Upgrade to a Nettl Partner and we'll even mail clients on your behalf with Nettl marketing collateral.



Advanced customer management system

Join up your online shop with your sales team

Give your sales team a single view of clients. If you have field sales, a physical store or take orders over the phone, they're all merged into one customer account. Clients can reorder online, even if you entered the original order yourself. Send electronic proofs. Share file check results. Send secure payment links. w3shop by Nettl makes managing multiple clients and multiple orders an absolute doddle.



What's included in **every** plan?

All plans come with these features



WEBSHOP

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SHOPPING CART

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PRODUCTS

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PAYMENTS

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Style **your shop** to suit your brand



Fonts and logos

Upload your logo and
choose Google fonts



Brand colours

Pick colours for every
component



Custom landing pages

Build custom landing pages
in intuitive visual editor



Custom fields

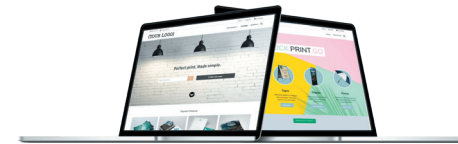
Use your own vocabulary,
words and phrases

Choose the right package to get started

SHOPKEEPER

£99 / month

or £995 annually



All features, everything you need to get your
web shop live and selling products

2 users

1 Public Shop or 1 Private Portal

No setup fees

12 month subscription

Cancel anytime*

SHOPKEEPER **PRO**

£199 / month

or £1,995 annually

FREE
UPGRADE
FOR 3
MONTHS



All features plus advanced back office tools to
grow your business and manage client relationships

10 users

1 Public Shop and 1 Private Portal

No setup fees

12 month subscription

Cancel anytime*

*Cancel anytime in your first year by paying early termination fee equal to 95% of your remaining subscription



WEBSHOP

INCLUDED

FULL COMMERCE

Fully functioning ecommerce platform with product selection, file upload and full checkout

PRODUCT CATALOGUE

Ready to sell signage, wall graphics, posters, printing, promo items, displays and more

DOMAIN NAME

Use your own domain, create a new store domain or use your existing domain name

SSL CERTIFICATE

Keep data and transactions secure with website SSL certificate included in your subscription

YOUR BRAND

Set your own colour scheme and fully brand site with your name, logo and colour scheme

CLIENT ORDER HISTORY

Clients can check order progress amend their details and download invoices

EASY RE-ORDERS

Every order is archived and can be re-ordered in seconds. Saving your team hours in a week

UNLIMITED PAGES

Create your own landing pages, to aid search engine optimisation and user experience

BUILT FOR MOBILE

Responsive pages that reflow on smaller devices like mobile, tablets and desktop by default

BACK OFFICE

Manage workflow and process orders in powerful w3p back office



SHOPPING CART

INCLUDED

FILE UPLOADER

Allow customers to upload graphic files with each basket item

MINI BASKET

Show number of products and total order value in top menu bar

AUTOMATIC FILE THUMBNAILER

Generate thumbnail previews of client-supplied files as they're uploaded

CUSTOMER ADDRESS BOOK

Customers can save delivery addresses to make future orders faster

REAL-TIME VISIBILITY

Get notifications as soon as a user adds items to their basket

SAVE PAYMENT CARDS

Securely store customer payment cards for rapid checkout



PRODUCTS

INCLUDED

ONE MILLION PRODUCTS

Over ten thousand pages of product content automatically generated

YOUR PRICING RULES

Set price rules for your whole shop or by individual product category

PRODUCT SELECTION

Select which products to sell and turn off whole categories, or omit selected products

DROPSHIPPING

Ship products directly to your clients from our factories

MAKE PRICES PRIVATE

Optionally require visitors to register before they can view prices

SHIPPING INCLUDED

All products include shipping within the UK to avoid basket shock



PAYMENTS

INCLUDED

TAKE CARD PAYMENTS

Connect your shop to your bank account in minutes, powered by Stripe

PAYPAL INTEGRATION

Connect your PayPal account for faster checkout

STRIPE INTEGRATION

Connect your existing Stripe account or sign-up for a new one (no additional monthly fees)

3D SECURE 2 (3DS2) READY

Works with two-factor authentication as required by law



UPGRADE FOR THESE PRO FEATURES

*Upgrade to Pro today and get 3 months **free** trial*

At the end of the trial you can downgrade to Shopkeeper plan

DRAW 'N' DROP CONTROL DESK

Kanban style visual workflow, to assign tasks and process orders

GENERATE INVOICES

Automatically send invoices with your logo and contact details

CREDIT ACCOUNTS

Set credit limits and payment terms for individual customers

ONLINE PROOFING

Send digital artwork proofs for client approval or change requests

STOCK PHOTO LIBRARY

Over 100m vectors and images from DepositPhoto library at low cost

CUSTOMER RELATIONSHIP MANAGEMENT

Full order history, reporting suite and client marketing tools

SEND CUSTOMER STATEMENTS

Schedule weekly statements showing outstanding payments

CREDIT LIMIT MANAGEMENT

Block orders when customers breach their payment terms

PREFLIGHTING & FILECHECK

Automatically FileCheck client files with 82 point check

CLIENT LIGHTBOX

Two-way lightbox to share photography ideas and speed up selection process

GO CARDLESS INTEGRATION

Send Direct Debit mandates and automatically collect Direct Debit payments

RECURRING PAYMENTS & SUBSCRIPTIONS

Set-up weekly, monthly or annual recurring subscriptions

DIGITAL ASSET STORE

Share logos, files and images with clients in secure folders

SHARE FILECHECK RESULTS

Send results of FileCheck to clients to approve or replace files

REPORTING & ANALYTICS

Segment and analyse customer spend or order frequency and export data



PRODUCTION PACK

Sell your own products or manage your production workflow

£995 setup and additional £200 per month

UPLOAD YOUR OWN PRODUCTS

Create your own products using our step-by-step wizard

PRODUCT IMPORTER

Batch import your products and fetch images from a spreadsheet

PRODUCT OPTIONS

Set product-specific choice lists, with additional costs or turnaround adjustments

PRODUCTION WORKFLOW

Create routes through your production and must-do critical paths

PRODUCTION DASHBOARD

Kanban style workflow for your production department

SHIPPING LABELS

Print packing slips, barcode flows, worksheets and generic shipping labels

MAKE FILES PRINT-READY

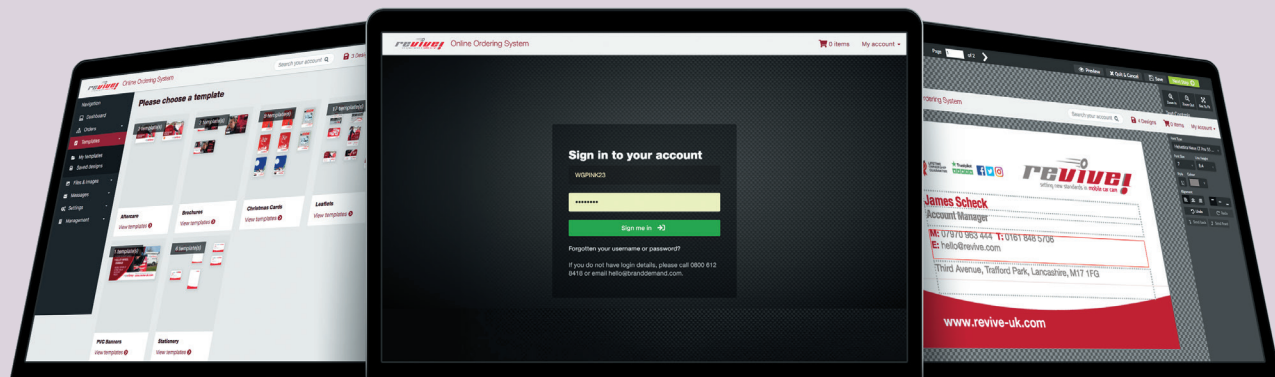
Automatically add crop marks to files you'll be printing yourself

PRODUCTION API ACCESS

Retrieve and process orders automatically using P-FLAPI JSON API

TRACK EVERY ORDER LIVE

Assign steps to team members and track every order's progress in real-time



TEMPLATE PACK

Build online editable templates for clients

£995 setup and additional £200 per month

ONLINE TEMPLATE EDITOR

Allow clients to edit designs online using just their browser

GOOGLE FONTS AND FONTS.COM LIBRARY

Thousands of fonts properly licenced for server use, from Linotype, ITC, Monotype and Google

PRINT-READY PDFS

Templates turn into print-ready PDFs on checkout and dropped directly into the order

SELL DESIGNER TEMPLATES

Add 10,000 industry specific design templates from TemplateCloud.com

BUILD DESIGN TEMPLATES FROM INDESIGN

Create editable templates using Adobe InDesign – no developer skillset or other plug-ins needed

ACTIVE UPDATE FIELDS

Automatically fill user's contact details as a template opens using simple merge fields

CREATE BRANDED CLIENT TEMPLATES

Setup editable templates for corporate/ multi-site client

SET DESIGN RULES

Set rules to allow or restrict users from changing fonts or content

ADVANCED PERMISSION LEVELS

Set which users can see which templates and give clients their own admin rights



PARTNER PACK

Become a Nettl partner and sell websites, SEO and much more

£1,995 setup and additional £200 per month

BUILD WEBSITES

Easy install of popular platforms like WordPress, WooCommerce and Brambl

GEOGRAPHIC EXCLUSIVITY

Be the only Nettl partner in your territory and get listed on nettl.com

SALES TRAINING

Get more from your team with our online training and coaching across multiple topics

SELL SEO PACKAGES

Our Nettl Geeks take care of all the heavy lifting, leaving you time to manage client relationships

ADVANCED CROSS MEDIA TOOLS

Projects, proposals, tasks and all the tools your team need to manage web projects

ACCESS TO NETTL GEEKS

Get help with website design issues with our in-house technical support team

OFFLINE AND ONLINE MARKETING

Extensive library of mailers, brochures, eshots and catalogues to help you sell more

AUTOMATED MARKETING

Printed and digital campaigns sent automatically on your behalf

OUTSOURCE WEB BUILDS

Sell websites and let our Nettl creators construct them on your behalf



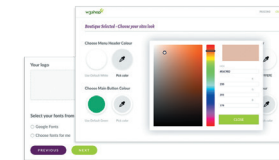
Create your own *branded* print shop

Visit **w3shop.com** and complete the details to create your own branded print shop in just 5 minutes. Your site will be live and ready to take orders within 48hrs.

No credit card details required.



1. Choose your theme



2. Set your branding



3. Pick your plan

get started at **w3shop.com**

The **easiest** way to start your online print shop

Use the same web-to-print platform powering printing.com,
Nettl.com and hundreds of online print shops around the world.
Create your online print shop in 5 minutes and have it ready to
take orders within 48 hours.



Try it yourself. Free setup.

No credit card required.

Design your web-to-print store in three easy steps.

All prices exclude VAT, are subject to change and acceptance of subscription.

Certain features require in-app purchases, with additional pay-as-you-go fees. w3shop by Nettl is a Grafenia plc brand.

w3shop.com