

North American Print Service Provider, Zoxxbox, makes it fun and easy for their customers to create customized packaging.



Zoxxbox uses Web-to-print to take advantage of the market opportunities offered by short-run, customized and personalized packaging.

Background

ZoxxBox is an online Web-to-print store for the creation of personalized and custom packaging. Customers can upload their own designs or adapt one of Zoxxbox's custom designs to produce eye-catching, high-quality packaging.

Challenge

Zoxxbox wanted to make customized packaging an affordable reality for both businesses (B2B) and consumers (B2C) who are looking for short runs for their packaging needs. So they developed a complete workflow from ideation through production and shipping. It needed to be a simple process for their customers to be creative with their box orders, while at the same time ensuring that the production workflow is efficient and profitable.

Solution

Zoxxbox created a solution that combined XMPie StoreFlow with a Xerox iGen. "This gave us an extremely efficient workflow and the quality we needed," Doug Reigelsperger, Zoxxbox Director of eCommerce, explains, "while giving customers the ability to use a very simple workflow that gives them an outstanding box in a few clicks, or to upload their own designs if they have them." When a customer wants to use their own design, they can download Zoxxbox's e-dies™ template which is a pdf document with the box dimensions laid out so that the customer can clearly see how their design needs to match in order for the designed box to be printed successfully.

XMPie StoreFlow makes the process easy for Zoxxbox and its customers. StoreFlow is a combination of XMPie's uStore and Xerox FreeFlow Core. uStore provides the customer-facing interface and order handling, while FreeFlow Core takes care of the automation on the production side. uStore can be easily branded so that it looks like an integral part of the parent web site and is a complete Adobe end-to-end workflow that does not require file conversions or special editing tools. It all happens seamlessly through StoreFlow.



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