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PRESS RELEASE

Headline

Infigo Software's impressive year continues as the company exhibits at SGIA for the first time.

Crawley, England DATE:September 20, 2018.

The printing industry continues to grow and to change at speed. Helping drive this change across the various print and packaging arenas is the demand for personalisation, the expectation for self-service and on-demand 24/7 access to print quotes, document set-up and more.

A now established leader in this field, Infigo Software allows companies to be at the forefront of automation and personalisation, using technology with creativity to drive brand engagement and brand loyalty. For the first time Infigo Software will be attending a large/wide format arena trade show demonstrating the power of its software and the game changing integrations it has developed with its partners to ensure a competitive edge over growing competition. From fine art to finishing, outdoor advertising, digital signage, inkjet, soft signage and many more, Infigo Software can advance the print capabilities of any business in any sector.

A key OEM partnership and of particular interest at SGIA is the Enfocus PitStop integration. The innovative Enfocus PitStop software provides a powerful tool that analyses artwork automatically for errors, flags items to be addressed and can even auto-correct, saving time and manual input, ensuring accuracy in any output that requires PDF of any size for any display. The OEM partnership with Enfocus means that Infigo Software's Catfish customers are able to license the Enfocus preflight and correction functionality as a cost-effective add-on, driving automation, saving time and ultimately driving down costs.

Douglas Gibson, Managing Director, Infigo Software, commented, "We've been focused on creating new and exciting automation partnerships because we recognise that automation is key for businesses to future-proof their operations. This integration with the brilliant Enfocus PitStop software streamlines artwork management and preflighting, creating genuine cost and process efficiencies."





The company's first foray into the large/wide format trade show arena comes on the back of a year of international success, and software developments and upgrades that have combined to see the company become a leader in the e-commerce, automation and personalised print market. This impressive performance can only continue as it seeks out new markets and expands on existing market share in education, retail, corporate and large pharmaceuticals.

Infigo Software will be sharing their booth at SGIA with Tharstern MIS with whom they launched a game changing, world-first live pricing estimation integration. A year in and the partnership has matured to the point that Infigo and Tharstern have a number of joint customers benefitting from the integration. Today the development teams at Tharstern and Infigo are working together even more closely to develop the partnership further, looking for natural points in each product to enhance their integration so that it remains one of the most powerful integrations in the marketplace, delivering unrivalled workflow efficiency and savings for customers.

Both companies put the success of their integration down to a shared vision and a shared understanding of what they offer, and their drive to be constantly moving forward. The common ground is, according to Lee Ward, Sales Director, Tharstern, "noticeable in the results both businesses have achieved and the fact that our offering to market is leaps and bounds ahead of the competition". Ward continues, "Both Infigo and Tharstern have developed products based on market demands - what customers have requested as their businesses have grown and what we both have needed to do to keep up. When these are aligned correctly our products and our integrations perform really well in the market place."

Douglas Gibson, MD and Founder, Infigo Software, agrees with Lee that they have to be constantly listening to the needs of their customers and their feedback. Douglas notes, "It is this shared desire to help our customers evolve, working as closely as ever with the exceptional development team at Tharstern, that really delivers our combined vision. It's about the constant evolution of the integration, about never being happy with what we have but always asking questions and looking for the next improvement that we can develop or solution we can offer. Our customer's requirements are always changing and evolving as their businesses grow and expand, and we need to be evolving our offering to meet whatever needs they may require to carry on growing."

Along with the partnerships and integrations that Infigo Software has developed in the last year, including an Adobe InDesign plug-in, the brand has also redesigned the entire back-end administration area of its Catfish platform, ensuring that it continues to deliver the best user experience for its clients. Launched on the 1st February 2018, the new Catfish Admin has been a resounding success and demonstrates Infigo Software's commitment to delivering the best front-end experience, and keeping its customers happy with the most efficient system management experience too. This latest development is the first step on a multi-phased development programme which will deliver more industry-first innovations over the coming year.

To learn more about what Infigo Software can offer and how our integration with Tharstern has changed the game stop by our booth, 4526 at SGIA.





Both Infigo Software and Tharstern will be at booth 4526 at SGIA.

For an individual demonstration of the exciting integration, contact www.infigosoftware.com/contact

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About Infigo Software: www.infigosoftware.com

Infigo Software is an award-winning e-commerce solution provider, delivering web-to-print software and marketing engagement solutions that deliver competitive advantages in today's demanding and dynamic digital world. The company creates easy-to-use and easy-to-integrate e-commerce platforms that enable new market and revenue opportunities, beautiful and responsive store fronts, exciting brand engagement opportunities, and workflow efficiencies. From start-ups to global brands, its international client list has grown significantly as Infigo Software is recognized as a distinctive solution that delivers an outstanding user experience. Its focus on developing added-value partnerships means Infigo Software can provide a seamless end to end ordering, print, production and fulfilment experience.

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About Tharstern: www.tharstern.com

Tharstern is a market leading software company providing Management Information Systems to the printing, packaging and label industries. Its MIS is a fully integrated and modular Management Information System that can be configured to the requirements of each business. It has been installed in nearly 700 companies throughout the world.

