

SAXOPRINT presents the SAXOPRINT® pro design Adobe add-on

Online printing company launches InDesign add-on for generation of artwork files

London - SAXOPRINT, one of the leading online printing companies in Europe, is now offering its customers a solution enabling them to create safe print-ready files in a familiar InDesign environment.

Based on the Adobe InDesign software application, SAXOPRINT is now offering its customers an add-on enabling simple and efficient generation of artwork files. Thanks to this extension for the desktop publishing application, ready-to-use templates can be generated directly in InDesign and used as a basis for individually designed print products.

Daniel Ackermann, managing director of SAXOPRINT: "With SAXOPRINT® pro design, we provide beginners and professional users, such as graphic designers and agencies, with an easy-to-use and flexible tool which enables them to work more efficiently. The development of SAXOPRINT® pro design reflects the innovative and customer oriented mindset of the entire SAXOPRINT team. We are already working on further features for SAXOPRINT® pro design to ensure that we can continue to offer our customers further added value in the future."

After installing the add-on, print templates for all SAXOPRINT products are available to the user. These are constantly synchronised with new offers from the online shop by means of automatic updates. Thanks to the intuitive user interface, both beginners and advanced graphic designers can ensure that key parameters such as size, bleed and colour mode are correct, and create files that are immediately ready for printing. The add-on also provides a direct link to SAXOPRINT's service website and offers a comprehensive order overview. Furthermore customers receive regular information about print-related issues via an integrated news box.

SAXOPRINT® pro design is available as a free download for Microsoft and Mac OS X from Adobe add-ons and is compatible with all versions from InDesign CS6 and later.

Overview of benefits

Efficient – Print templates do not need to be downloaded separately or created individually, but are directly available in InDesign.

SAXOPRINT is an international printing service provider with cutting-edge offset printing facilities in Dresden. As one of the market leaders in Europe, the company employs over 500 people, offering an extensive portfolio of services via several successful online printing portals.

SAXOPRINT has been a 100% subsidiary of the publicly listed company CEWE Stiftung & Co. KGaA, Europe's leading online printing and photo service, since January 2012.

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Innovative - The add-on uniquely combines the generation of artwork files with Adobe InDesign.

Intuitive –SAXOPRINT® pro design is aimed at both professionals and beginners.

Professional – All parameters related to printing, such as size, bleed, colour space, fold lines and page arrangement, are automatically taken into consideration.

Secure – SAXOPRINT® pro design is certified by Adobe. Automatic updates are ensured through secure SSL encryption.

Free – The add-on can be downloaded and used completely free of charge. New products are added through the integrated update function.

About SAXOPRINT

SAXOPRINT is one of the leading online printing companies in Europe. The company currently employs more than 500 dedicated staff over a total area of more than 18,000 m² at its headquarters.

SAXOPRINT offers exceptional print quality. The company has one of the most modern technology parks in the global printing industry at its disposal. The online printing company has invested almost €20 million in new equipment, production processes and new employees over the last two years. Thanks to efficient work processes in prepress, production, processing and dispatch, as well as the very latest technologies, the company is able to carry out thousands of print orders every day on schedule.

Sustainability and climate protection are also important factors for SAXOPRINT. Using the very latest printing technologies, over 350,000 customers throughout Europe count on SAXOPRINT for their environmentally friendly printing needs. Based on the collaboration with ClimatePartner, a leading provider of climate protection solutions, customers can make their own individual contribution to climate protection and optimise their CO₂ footprint.

In addition to expanding into new countries, the company strategy for 2015 also includes introducing new products and services. These include new features and continuous improvement of the usability of online printing portals. The aim is to provide additional added value for customers in order to offer optimal service.