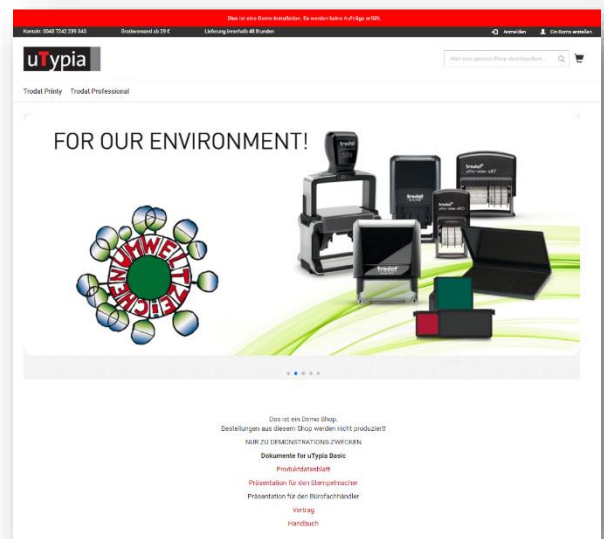


Shop Description

uTypia Basic Shop is the basic shop version of uTypia. This internet shop is the right solution to start selling rubber stamps online at a low cost and low risk basis. The shop contains the main Trodat products. It offers the essential functions to personalize and order a rubber stamp online. There is no administration necessary. You can just concentrate on promoting the shop and getting customers to the site.

Features of uTypia Consumernext Basic

- Creation of stamp layouts by entering text, choose font, font size and alignment.
- Access by username and password or anonymous (shop as guest)
- Add borders as well as use graphics and logos
- Layout preview and proofreading – What you see is what you get!
- Multicolor functionality for rubber stamps
- Order data as well as the production-ready layout will be sent via e-mail to the rubber stamp maker.
- Shopping cart functionality, order history
- Homepage, colour design and topbanner can be adapted
- Bestseller (as defined in the master catalogue)
- Cross Selling functionality as defined in the master catalogue
- Shop is available in the respective national languages
- Unified catalogue with Trodat standard assortment
- Prices according to retail price list, yearly updated by Trodat
- No administration possible and necessary
- Payment- / shipping options: usually the same for all Satellite participants; can be adapted by portal admin (uTypia)
- Information about shop owner: individual logo included; in about us individual information about company; web part with contact details of company
- Trodat offers uTypia as a turn key solution. You do not need to be an internet expert to be successful. All technical components are provided (webshop, licenses, URL, Hosting, firewall, data security)



Included Services

- Hosting
- Firewall
- Virus protection
- support-hotline
- daily data backup
- Trodat products data maintenance
- Many fonts available (correctly licensed, legally proofed) – see <http://fontinfo.utypia.com>
- Order data by e-mail including production ready layouts in BMP, GIF, TIFF, or JPG
- Continuous improvements like keeping up with new Internet Browsers

Products

Included are all Trodat standard products, defined by the perspective Trodat subsidiary. Data and setup are done by the the uTypia support team. Pricing in the catalogue: recommended retail prices defined by the perspective Trodat subsidiary. uTypia Consumernext Basic is not available in all countries.

Advantages

- Low cost, low risk
- Online Shop in modern design
- Basic functionalities for stamp-design (preview, text editing)
- Graphic Upload, Border
- Individual payment options
- Easy integration to your website
- Your contact data and logo on starting page
- No administration
- Main Trodat products
- Production image sent via e-mail
- uTypia.com domain
- Quick set-up (1-2 weeks)

Not included services

The setup does not include:

- Template setup
- Setup of non-Trodat-products

Current operating does not include:

- Sales promotions for the shop as well as Search engine optimization or Google marketing
- Credit card payment or SSL (available as add-on)

Available Add on modules

- 1) ***.utypia.com SSL** – for security – encrypted data traffic to the shop
- 2) **Credit card module** – different integrations possible (PayPal, Sofort Überweisung , ...)
- 3) **Additional font-Packages** – 5 fonts are included; for more or extra fonts see <http://fontinfo.utypia.com>

Details are available in the respective product data sheets.

Target group

Target group for the shop are Rubberstamp makers or resellers of stamps (office dealers, online shops) that mostly sell to B2C end-customers = small companies, endcustomers and are searching for a simple and cheap online shop solution without administrative effort.

Only those who have an idea what to do with the shop

Demo

UK: <http://basic.uk.utypia.com>

DE: <http://basic.de.utypia.com>

IT: <http://basic.it.utypia.com>

AT: <http://basic.at.utypia.com>

ZA: <http://basic.za.utypia.com>

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