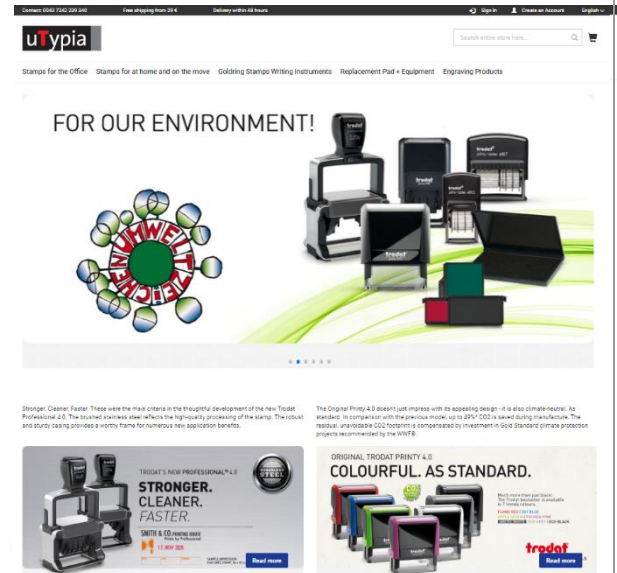


Product description

uTypia Consumernext Standard is an online solution specialising in customised products such as rubber stamps. It enables you (and your resellers) to sell customised stamps via the internet. The basis of the online shop is Magento, one of the most known and popular online software systems; for the configuration of the products, the uTypia software is seamlessly integrated.

Features of uTypia Consumernext Standard

- Integrated uTypia custom wizard
- 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
- Shopping cart functionality, order history
- Startpage and topbanner can be adjusted at your needs
- Consumernext theme
- Intuitive page builder for the home page
- Mega menu
- Product slider on the homepage
- Trodat offers uTypia as a turnkey 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)
- Admin access for the Magento Shop for the most necessary functionalities
- Adaption of prices, users and user groups only necessary in Magento
- Possibility for importing the uTypia catalogue (=basis for the product data for the configurator) in Magento
- HTML 5 Standard – mobile-ready and responsive design
- Multilingual
- Elastic search
- Display and link to the layout preview in the basket
- Verified reviews extension (existing partnership, ordering via uTypia / Trodat)



Included Services

The uTypia Consumernext Standard shop includes :

- 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>
- Production file is imported into the Magento order history and if needed also sent per e-mail (BMP, GIF, TIFF, or JPG)

Administration of uTypia Consumernext Standard Version:

- Product catalog management
- User and group management
- Discount management
- Order history
- Administration manual
- Payment and shipping options

- Continuous improvements like keeping up with new Internet Browsers
- A two-hour training for the back-office is included (by telephone or in Wels)
- We will set-up and maintain and support all areas in uCNEXT that are necessary for a running shop (turn-key) solution

Products

- Included are all Trodat products (data and setup provided by uTypia support)
- Unlimited other non-customizable products

Not included services:

The setup doesn't include:

- setup of templates (example layouts)
- setup of non-trodat products

Areas within Magento that are not required to run the shop but optional like extended product descriptions, more images, landing pages or reports are not included in the support. But they are magento standard and magento Manuals and YouTube Videos are available for these areas. Expertise / extended Support for those optional areas can be provided by us but for extra cost. Adjustments to the UTypia consumer next are possible but will have to be checked and we will usually provide a fixed price offer.

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-ons in consumernext version 5.0

- 1) **Trotec integration** – get production files with .tsf as output and send directly to your Trotec laser
- 2) **Company shop** – additional shops for cheaper conditions
- 3) **SSL** – for security – encrypted data traffic to the shop
- 4) **Payment options:** PayPal, Klarna (Sofort Überweisung), Authorize.net
- 5) **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.

More Add-on modules planned for consumernext version 5.1

- 1) **More credit card integrations**
- 2) **Further Magento Extensions on demand**
- 3) **Adaption of the shop's colour style**

Details are available in the respective product data sheets.

Available Services (can be done by yourself too)

- 1) **Create new templates for Stamps**
- 2) **Create new product for Stamps**
- 3) **Design Business cards**

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

All those who have a good idea how to promote the shop online

Demo

uTypia consumernext Standard: <http://consumernext.uTypia.com>

Contact: uTypia support uTypia@trodat.net +43 7242 239 340

