

REVIEWERS' INTRODUCTORY PACK

All of the information contained in this document, along with photographs and screenshots, can be found on the accompanying CD and at

www.surfprint.co.uk/presspass

additionally the CD contains a video demonstration 'Surfprintdemo.wmv' use explorer to find and click.

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Surfprint.co.uk is the most advanced online printing system currently available on the net. Users can, for the first time, create their very own stationery in real-time. The entirely interactive process gives the user more control than ever before as they design their own business cards, letterheads, with compliment slips, etc.

Surfprint.co.uk is faster and easier to use than any other print design application currently available on the web.

FREE OFFER FOR REVIEWERS

In order to thoroughly review www.surfprint.co.uk entire service, including the quality of the final product, **please reply “260878”, followed by your publication’s title**, when asked

“How did you find out about surfprint?”

on the delivery details page.

This will allow you to receive 100 free cards using as many shades of ink as you like.

Do NOT progress to the secure payment stage and your customized cards will be mailed to your delivery address completely free.

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Photographs to accompany any article on surfprint.co.uk can be found on the accompanying CD in the folder “photographs”. Several screenshots can also be found on the CD. These photographs and screenshots, along with all the information contained in this pack, can also be found at www.surfprint.co.uk/presspass.

The following information is also contained on the CD.

What *surfprint.co.uk* offers

The fully-interactive design system allows users to create, in real-time, their very own:

PRINTED CARDS

business cards

change of address cards

invites

personal cards

tickets

HEADED PAPER

business use (A4 letterheads and continuation sheets)

personal use (A5 letterheads)

with compliments slips (1/3 A4)

Website review

Two obvious ways to improve your chances of e-commerce success are to sell a product you already have the capacity to produce and that millions of people use daily.

That is exactly what the programmers behind surfprint.co.uk have achieved with an application that allows users to create their own business cards, letterheads, with compliment slips, etc. . .

For the first time, users with tight time schedules can design and order their own stationery in real-time - no more wasted hours waiting for screen-updates and downloads.

And, importantly, there are no extra fees for making alterations – the design process is entirely interactive with no hidden costs. As the surfprint.co.uk web manager Scott McGregor explains: “The customer pays purely for their product – not the web technology”.

Surfprint.co.uk offers its users an abundance of professionally-designed templates to work from. Each template can be maintained or completely manipulated to create a unique design.

All text can be changed in terms of colour, size, and font; graphics can also be enlarged, decreased and printed in any colour.

Completed products are then automatically saved on our servers so products can be uploaded and re-ordered easily for years to come.

Scott adds, “We have been in the printing trade for over 30 years and, therefore, already had the printing technology in place. This allowed us to target all our finances towards the creation and integration of the web technology”.

This is a site that’s easy to use, provides a quality end-product and doesn’t have any of the updating delays and hidden costs of its rivals. You can’t ask for much more than that.

ends

Summary of benefits

1. *Surfprint.co.uk* has a massive catalogue of professionally-designed templates.
2. Fully-interactive design system – *everything* can be customized in terms of size, position, colour, rotation and mirroring.
3. No need for scrolling – every page has been designed to fit an 800 x 600 screen.
4. Real-time system – the design updates automatically and almost instantly (even on a 56k modem).
5. At no point in the design process is any information downloaded.
6. In the short time it takes the screen to update, the user can continue to work on other areas of their design.
7. After signing-in, the user can edit their personal details by clicking on “My Info & Files” and then “Edit Details”. The details they choose to enter will be automatically uploaded onto their stationery, making the design process even quicker.
8. The entire design system is also available to those who haven’t signed-in. This allows users to trial the entire application before registering.
9. No hidden costs – alterations to templates are free.
10. Users can choose from over 900 graphics and 150 fonts. Fonts and graphics can be printed in 101 colours.
11. The user pays purely for their product – not the technology.
12. Compared to a high street print-shop, the time between original design and receiving the final product is miniscule. It’s no longer necessary to wait for proofs or deal with expensive graphic designers.

13. Products can be dispatched within two working days of the user confirming their order. Product is printed and packaged in the United Kingdom and is, therefore, received through the post in only a few days.
14. All designs are saved on our servers, allowing users to upload and re-order products at any point in the future.
15. Pay with credit/debit card via secure environment courtesy of WorldPay.com.
16. Easily navigated site with plenty of user aids, e.g. comprehensive help menu and examples of previous work (click on “View Example”).
17. Product can be proofed before ordering (click on “Actual size/print”). The quality of print is not of the highest quality but this allows the user to proof-read a hard copy of their design from their own printer.
18. Users can trial the *surfprint* system for free by ordering 100 full-colour cards (£4 p+p).
19. Instant quote generator - users can click on “Pricing” on the homepage and obtain a quote before they begin designing their product.
20. Innovative design features which aid the user in achieving a professional result, including *surfprint*'s unique ‘print-up’ command which automatically aligns text correctly.
21. Automatically replaces straight single and double quotes with typographical (curly!) quotes.

The technology behind *surfprint.co.uk*

1. *Surfprint.co.uk* is run on a dual CPU computer, helping to speed responses.
2. Dual computer redundancy makes *surfprint.co.uk* fail-safe.
3. Site is written using VB.Net, a modern compiled language providing safety, security and speed for the user.
4. Site uses specially commissioned graphics language (Graphic Manipulation Language) by Digital Domain Technologies Ltd. which displays in VB6 and finally in CorelDraw.
5. Graphic Manipulation Language utilises aspx.
6. Site designed for IE6+ browser.
7. Fonts and graphics reside on server - no download necessary or required.
8. Over 380mb of data resides purely on server, increasing speed of process for the user.
9. Payments made through WorldPay.com - no credit card details held by *surfprint.co.uk*.
10. Automated e-mailing and processing of orders by *surfprint.co.uk* and WorldPay.com.
11. Scaling of designs to fit screen performed on server, therefore quickening responses.
12. Uses WMF (Windows Meta Files) to provide vastly enhanced scaling of images.
13. Uses true-type fonts to give accurate page layout.
14. Client-side programming in DHTML provides very fast re-design and changes of layout.

BUSINESS NEWS PRESS RELEASE

for immediate release

NEW internet TECHNOLOGY

Largs Printing Company, the North Ayrshire firm, and Digital Domain Technologies, based in York, has launched the world's first fully-interactive online printing system - www.surfprint.co.uk.

The application was the brain-child of L.P.C.'s Production Manager Scott McGregor who, recognizing the opportunities the web offers the printing industry, decided to concentrate on selling print via the internet.

Enlisting D.D.T.'s programming know-how in 2000, [surfprint](http://www.surfprint.co.uk) has finally come to fruition.

Using its unique coding [surfprint.co.uk](http://www.surfprint.co.uk) allows the user to design his/her own stationery in real-time as if the application is being run from their hard drive rather than over the internet.

L.P.C. was established in 1969 and already had a large client base. If, however, *surfprint* had been started from scratch it would have cost in the region of £2.5million to develop this all-encompassing online print package.

Tom Cranstoun, M.D. of D.D.T. commented, 'Customers will no longer have to wait for alterations and proofs - they simply design their own stationery on the website. Whatever they design, they will receive through the post anywhere in the U.K. - it's ideal for businesses and individuals'.

The new technology available at www.surfprint.co.uk can currently be trialed for free.

ends

TECHNOLOGY NEWS PRESS RELEASE

for immediate release

SCOTTISH COMPANY'S ADVANCEMENT IN INTERNET TECHNOLOGY

A small printing firm from Scotland is a pioneer in the future of internet and printing technology.

Largs Printing Company, based in North Ayrshire, has teamed up with Digital Domain Technologies to create www.surfprint.co.uk - the most advanced website of its kind in the world.

Using [surfprint's](http://www.surfprint.co.uk) unique visual programming system users can design, order and pay for their own customized stationery in a matter of minutes.

L.P.C.'s Production Manager Scott McGregor said: "I recognized the opportunities available to us through the internet – ultimately, the web should allow its users greater control and save them time. I believe [surfprint.co.uk](http://www.surfprint.co.uk) is the first printing system to satisfy the web's capabilities".

In his search for a business development partner Scott, 31, turned to D.D.T., an IT Consultancy based in York: "I knew of a distant cousin who was a trail-blazer in the computing industry. I tracked him down after discussing various ideas, we were both excited by the prospect of [surfprint.co.uk](http://www.surfprint.co.uk)". Since that first meeting in February 2000, Scott and Tom have developed a profitable working relationship as well as renewing their family bond. Tom adds: "We struck-up a friendship immediately and our professional relationship has proved to be fruitful for us both".

After two-and-a-half years of hard graft [surfprint.co.uk](http://www.surfprint.co.uk) has finally been completed. Scott explains: "the system takes visual programming on the net to a new level. Tom wrote the aspx-friendly Graphic Manipulation Language which can cater for anything our customers want".

Tom, 47, is sure the site will be a success: "customers will no longer have to wait for alterations and proofs - they simply design their own stationery on the website. Whatever the user designs, they will receive through the post anywhere in the U.K. - it's ideal for businesses and individuals.

"Our customers have commented that, due to the speed, they sometimes forget they're on the internet – the system uses 380mb of designs, fonts, etc., but none of these have to be downloaded. This allows the user's screen to update almost instantly using data taken directly from our servers, with a huge variety of fonts and graphics."

[Surfprint.co.uk](http://www.surfprint.co.uk) was launched last month and is currently allowing first-time users to trial the system for free.

ends

HUMAN INTEREST PRESS RELEASE

for immediate release

COUSINS REUNITED.COM

An entrepreneurial printer from the west of Scotland couldn't believe his luck when he was searching for a business partner.

After hunting high-and-low for an interested company, he finally tracked down a firm based in York - run by his long-lost cousin!

Scott McGregor of Largs Printing Company in North Ayrshire ploughed his life-savings into preparing his money-making plan and travelling around Britain to find a business partner: "I saw the internet as a great opportunity for a small, family-run business to expand".

Largs Printing Company, established in 1969 by Scott's father, had the technology to handle much more work than it was currently producing, but Scott needed someone to help produce a website which could bring in more business: "it's easy enough to create a website telling people your products and prices - that's what hundreds of printers have done. What I wanted wasn't actually a website, but a web *application*, where customers could design and proof their own work online".

Scott (31) organized a meeting with the M.D. of Digital Domain Technologies, a computer programming firm based in York: "My mother had reminded of a distant cousin who worked in the computer industry in England. After tracking down D.D.T. I was amazed to find the M.D. was actually my cousin! I hadn't seen Tom since I was about 10-years-old and I was really nervous about meeting him".

That was in February 2000 and now, having used Scott's design skills and knowledge of the printing industry and Tom Cranstoun's programming skills, they have just completed the first website of its kind in the world - www.surfprint.co.uk: "when Scott organized to meet me I recognized his name immediately. I still have family in Helensburgh, but I hadn't seen Scott for close on twenty years. We struck-up a friendship immediately and our professional relationship has proved to be fruitful for us both".

[Surfprint.co.uk](http://www.surfprint.co.uk)'s unique programming technology allows customers to design their own business cards, letterheads, invitations, or any kind of stationery from the comfort of their own homes. Tom (47) is sure it will be a success: "customers will no longer have to wait for alterations and proofs - they simply design their own stationery on the website. Whatever they design, they will receive through the post anywhere in the U.K. - it's ideal for businesses and individuals".

Scott and Tom launched [surfprint.co.uk](http://www.surfprint.co.uk) last month and are currently offering 100 free printed cards to all those who log-on.

ends

Tom Cranstoun

Technical Director

Tom has been working in the industry as a consultant programmer for over twenty-five years.

In 1981 he co-authored 'Superbase' for Precision Software. Within six months Superbase had made \$1million in the U.S. and eventually sold 1 million copies worldwide. It remained the world's best-selling database program until the advent of Microsoft's 'Access'.

He left Precision in 1982 and provided computer support for the Housing Corporation, again working with databases. After a short spell with Trace Computing, Tom's contract was purchased by the BBC where he subsequently worked for ten years, providing database applications and support for one of the country's first email systems.

In the late eighties Tom formed his own IT Consultancy and continued to develop his own database projects. Now Managing Director of Digital Domain Technologies Ltd., based in York, he is the sole author of a new database programming language suitable for the web and especially targeted towards the printing industry. This is called Graphic Manipulation Language (GML) and is used exclusively by www.surfprint.co.uk.

Scott McGregor

Logistics Manager

Scott has been Production Manager of Largs Printing Company, based in North Ayrshire, for ten years.

He studied Graphic Reproduction at the Glasgow College of Building and Printing and has continually updated L.P.C.'s technology in terms of printing machinery and computer-aided design.

During the creation of *surfprint.co.uk*, Scott provided the link between its unique programming and the needs of the customer. After having worked directly with individual customers for 12 years, Scott used these experiences, and the knowledge gained, to design *surfprint*'s user interface. This has led to visual programming of a speed and ease never before available on the net.

L.P.C. was established in 1969 and, even with the advent of *surfprint*, Scott will continue to ensure every customer is treated as an individual, as they have been for the last 34 years.

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