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Web to print is now available from Mayer Print & Mail

PLACENTIA, Calif. (November 16, 2009) – Mayer Print & Mail has announced the arrival of web to print to its new and improved website at mayerlitho.com. The free service greatly reduces the purchasing time of routine items like stationery. Even personalized items such as business cards can be customized and approved for press within minutes.

Anyone who has ever placed an order for business cards, letterhead or other routine items knows that ordering them can often be a much more time-consuming process than originally planned. Even if the artwork and information is ready at the time of order, a wait of a day or two for a proof is not uncommon. Usually, some minor text or design changes will be required, and that means another proof. If additional changes are required, the cycle continues.

Mayer Print & Mail doesn't think simple orders should be that difficult. That's why the company offers customers with routine orders a free, password-protected portal that will dramatically expedite this process. Established customers have the ability to personalize items like business cards, receive an instant PDF proof, and approve orders within five minutes.

"Web to print is a great example of how Mayer Print & Mail has made doing business quicker and easier for our customers," said Randy Mayer, president of Mayer Print & Mail. "Our customers already expect superior print quality. Today our investments are focused on improving the level of service and cost of doing business for the customers we serve."

Web to print helps purchasing departments save money. In fact, research from an Aberdeen Group study (Print Procurement: A Services Purchase Exception) shows that automating the print procurement process reduces purchase requisition processing expense by an average of 73% and lowers purchase requisition processing time from 70% to 80%, averaging a week faster.

The web-to-print utility is also an ideal solution for marketing applications that require artwork to be designed once and used many times. For example, a brochure might need to be localized for several different markets utilizing the same campaign. Or a franchiser's regional restaurants might customize a menu with local prices and then print on demand.

Mayer Print & Mail is a full service print communications company with creative services, printing and mail services. Since 1980, the company's dedicated staff of printing professionals has been focused on serving customers. Mayer Print & Mail's philosophy is simple: Quality. On time. Every time. Learn more about Mayer Print & Mail as well as its web-to-print services at mayerlitho.com.

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