



# Highcon AXIS

## ON-DEMAND 2D TO 3D PLATFORM

The Highcon Axis 2D to 3D platform is a software solution that brings the benefits of a web-to-print system to all the players in the complex paper or cartonboard production supply chain.

While web-to-print solutions handle only straightforward 2D products, like brochures or business cards, the Highcon Axis handles all the intricacies of 3-dimensional folding applications.



### Features

- Enables an end-to-end digital process
- Compatible with any production workflow
- Zero footprint – cloud based
- Online or mobile ecommerce storefront
- Customization of 3D folding applications

### Benefits

- 🧠 Design creativity released
- 📦 Profitable short runs
- ⚙️ Simplified ordering process
- 👤 Brand consistency throughout the process
- 🕒 Improved time-to-shelf
- 🗣️ Versioning, customized & personalized applications

## Benefits throughout the value chain:



For **converters** and **trade finishers** coping with increasing pressure to deliver shorter runs with rapid turnaround, including a demand for design innovation and customization, Highcon Axis enables efficient yet profitable on-demand packaging and reduced communication overhead with brand owners.



Releases design creativity



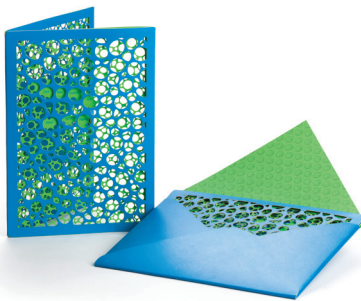
Simplifies ordering process



Increases responsiveness



Opens new markets and applications



For **print service providers** looking for new applications and a larger portion of their existing customers' print spend, the move into the production of promotional items, folding carton work and even packaging can be challenging. Whether printing on conventional or digital presses, the Highcon Axis enables the level of on-demand service clients already expect.



Simplifies ordering process



Increases responsiveness



Opens new markets and applications



For **brand owners** and **retailers**, the Highcon Axis platform and digital workflow unleash design flexibility by enabling online customization within corporate brand guidelines while streamlining the product launch and approval process. Time to shelf, production and transport costs are also reduced.



Releases design creativity



Simplifies ordering process



Short runs, limited editions



Ensures brand consistency and protection



Reduces time-to-shelf



Versioning, customization and personalization

### How is it achieved?

In order to develop this robust solution Highcon has collaborated with industry leaders, XMPie and Esko to extend the existing production workflow from initial design all the way through to digital finishing on the Highcon™ Euclid. XMPie delivers the engine that defines the logic behind the personalization and variable information while Esko provides the structural rule engine which automatically applies those rules to the 3D product.

### How does it fit my business?

For newcomers to the world of e-commerce Highcon Axis is an attractive option to get started. The solution is offered as a SaaS (Software as a Service) model with affordable monthly payments that enable gradual growth of online presence and automation of the ordering process with existing customers.

XMPie customers need only purchase the Highcon Axis Extension directly from XMPie.

For customers with any other web-to-print solution, Highcon Axis comes with a built-in Software Development Kit (SDK) that facilitates development of adapters either by Highcon or by an in-house development team to ensure smooth integration.