



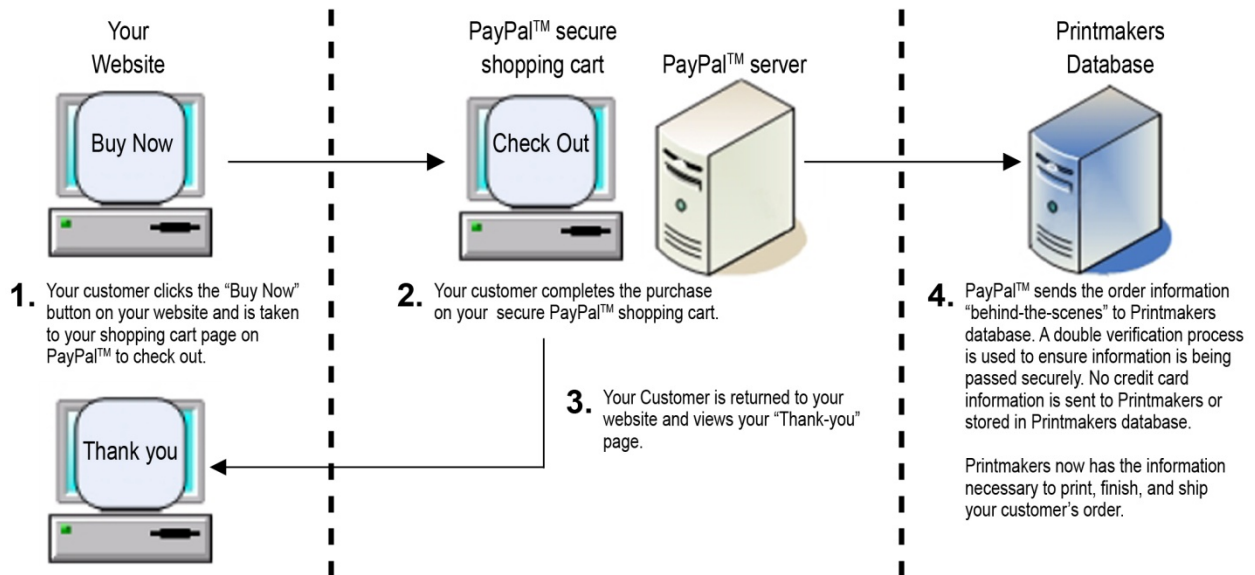
A division of Digital Imaging Resources, Inc.

Printmakers Chicago Online Feedback and Inventory Tally System

What is it?

The *Printmakers Chicago Online Feedback and Inventory Tally System (PrOFITS)* is an out-of-box way for you to host sales on your own website of your Promotional Creations printed at Printmakers. (Visit <http://www.printmakerschicago.com/promotionalcreations.asp> for information on Promotional Creations.) PrOFITS sends order information to Printmakers using a secure online method, while you collect the payment immediately. Printmakers then prints and fulfills your orders from information in its own database.

Online Feedback and Inventory Tally System (PrOFITS) Flowchart



How Does PrOFITS Benefit You?

- PrOFITS is ready to go and easy to set up.
- PrOFITS enables you to take orders and receive payment **securely** over the Internet with no monthly fee, paying only a small percentage and fee per order.
- You collect your money up front in your own PayPal™ account. Money can be easily transferred from your PayPal™ account to your bank account.
- PrOFITS frees you from having to track order information and send it to Printmakers.
- PrOFITS frees you from having to package or ship your Promotional Creations.
- Printmakers supplies you with an Activity Report of orders and order status for your records.



What You Need

- A Verified PayPal™ Premier or Business account. This account is free to set up and has no monthly fee. There is a 1.9% to 2.9% + \$0.30 per transaction fee. A verified account is an account to which a bank account has been added and confirmed.
A PayPal™ account is easy to set up, and Printmakers IT staff will be happy to assist you!
- A “Buy Now” button on your website that takes users to your PayPal™ shopping cart where they can pay for their Promotional Creation artwork securely.
- A “Thank you” page and a “Cancel” page on your website for users who complete their transactions or cancel before completing their transaction.

What We Do

- When a user completes a purchase on PayPal™ for your Promotional Creation, PayPal™ notifies us “behind the scenes” and a record is created in our database with all the order information. This is a secure notification process that utilizes a double-check to avoid the interception of sensitive data by internet hackers. Credit card information is *NOT* passed along or ever stored in the Printmakers Chicago database.
- When enough orders are collected to form a “batch” (may be between 12 and 100 pieces, depending on the size of your piece), Printmakers will print, finish, package and ship each Promotional Creation to your customers. You will receive an invoice and a report on all orders.