



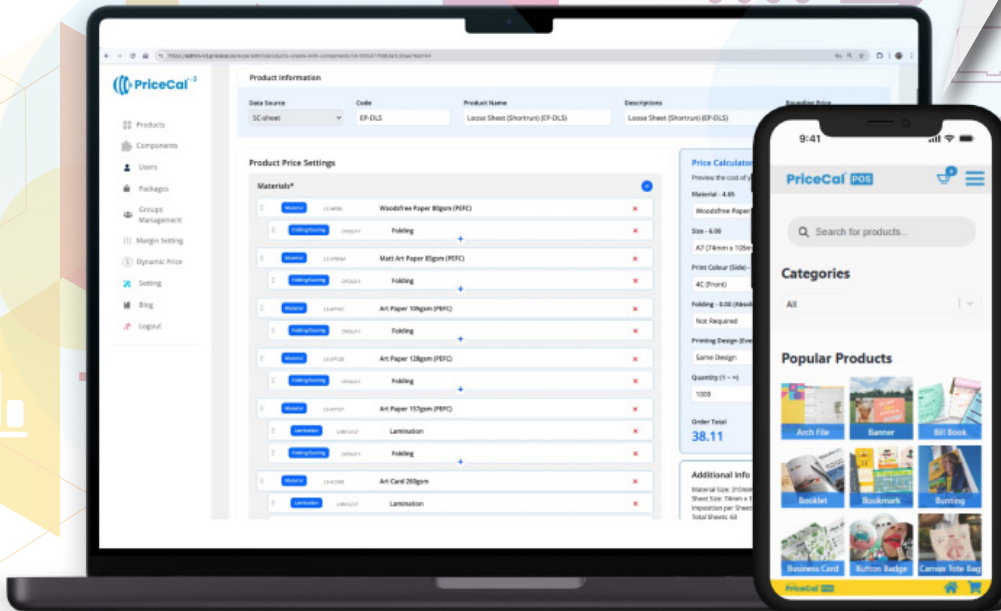
KONICA MINOLTA



 Your Print Business Can Be

Smarter, Simpler, Faster, Profitable

PriceCal empowers you to streamline pricing, boost efficiency and grow your profits effortlessly



Giving Shape to Ideas



Overcome the **Challenge** of taking your print business online

Customers today are searching for print services online, expecting real-time pricing and instant transactions. But for many traditional print businesses, making the leap to online sales feels overwhelming.

A static website isn't enough—it doesn't convert visitors into buyers. To thrive in the digital age, you need a transactional system that enables accurate pricing and seamless selling.

Print is **Unique**

Unlike typical e-commerce platforms, print businesses deal with complex pricing and custom specifications that generic systems can't handle.

Without pricing, there's no selling.

&

Building your own system is **Costly** and **Risky**



Heavy Investment
Significant Upfront Cost



Resources
Teams Of Experts



Technical Know-How
Expertise To Manage



Lengthly Timeline
Teams Of Experts

...Even after investing in all this, success is **far from guaranteed**.

Hello PriceCal,

PriceCal is a powerful pricing tool designed specifically for printing businesses. It helps you set up pricing rules for your products (like business cards, booklets, banners, or flyers), automate calculations, and streamline your workflow—no complex setups or technical skills needed.

And to make things even easier, PriceCal comes with Printalogue—your built-in online catalog. Accessible from any browser, Printalogue lets you showcase your products, provide instant quotes, and connect with customers, all in one place. No extra setup, no new equipment—just share your unique Printalogue link (hosted on a free subdomain), and customers can explore your offerings instantly.



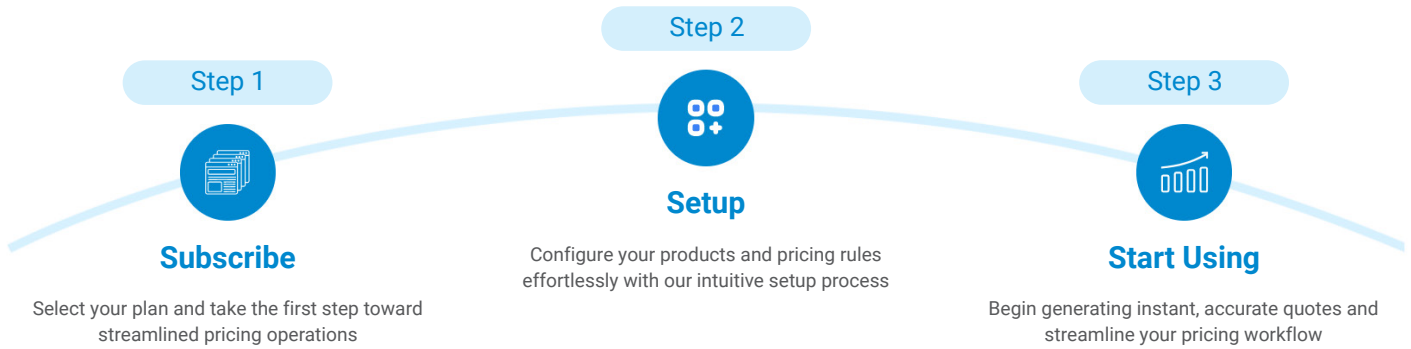
Innovating from Singapore: A World-Class Journey

AWARD WINNING SOFTWARE

MARKETING IS-B INTERACTIVE
ASIA eCOMMERCE AWARDS 2023

3 Simple Steps

We've eliminated all the complexity. Simply subscribe, set up, and start using PriceCal in just a few easy steps. It's that simple - and super easy to get started!



Key Benefits

Setting up PriceCal is as easy it gets - simply enter your material costs, print cost, and basic parameters into the system, and you're ready to go, no complex configuration or technical knowledge

- Plug And Play**
Start using PriceCal within hours
- Smart Yet Simple**
An intuitive system anyone can use, no matter their tech skill
- Reducing Cost**
Save on labor and operational expenses
- No Technical Barrier**
Built for printers. requiring no programming knowledge
- Cost Effective**
Affordable SaaS landing plans designed to suit print businesses of all sizes
- Immediate Results**
Experience streamlined operations and efficiency from day one

What's Inside PriceCal?

You will find components and Price Calculation Tools like **SmartCal (SC)**, a dynamic pricing system that simplifies and automates the generation of prices for an extensive range of print products.

Price Calculation Tools

- SC-Area** [↗](#)
Calculates print prices based on area, such as banners and posters
- SC-Basic** [↗](#)
The most basic product type, representing a single, standalone item with no variations.
- SC-Booklet** [↗](#)
Generates pricing for multi-page products like booklets and catalogs
- SC-Item** [↗](#)
Creates pricing for item based products, including mugs and apparel
- SC-Packaging** [↗](#)
Handles pricing for packaging, including boxes and cartons
- SC-Sheet** [↗](#)
Calculates prices for sheet based prints like business cards, stickers, and flyers
- CSV** [↗](#)
Supports table - based pricing for custom configuration
- API** [↗](#)
Connects to printers offering pricing through API for seamless integration

Components

- ✔ Material
- ✔ Artwork Fee
- ✔ Finishing
- ✔ Printing Sizes
- ✔ Binding
- ✔ Packaging Models
- ✔ Printing Type
- ✔ Book Pairing
- ✔ Production Timeline
- ✔ Quantity
- ✔ Dynamic Pricing
- ✔ Profit Margin

and the flexibility to create more pricing components....

Who Uses PriceCal

Discover how PriceCal can transform print businesses of all sizes—whether you're an individual broker just starting out or a large-scale print factory looking to streamline operations and boost efficiency. PriceCal is designed to support your growth at every stage.



Market & Graphic Agencies

With PriceCal, your graphic design firm is equipped to thrive and excel in the dynamic realm of online printing.



Print Shop

With PriceCal, print shops can enhance their online presence, expand their service offerings, and effectively compete.



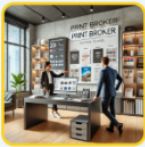
Print Startup

PriceCal offers an alternative that leverages the growing trend of online sales, enabling you to establish an online print shop.



Print Factory

PriceCal offers a reliable solution tailored specifically for the printing industry. It streamlines your operations, optimizes.



Print Broker

PriceCal empowers print brokers with efficient pricing, expanded product offerings, enhanced customer.



Print Wholesaler

With PriceCal's support, print wholesalers can assist their resellers in launching websites with live product information.

Getting Real & Measurable Results With PriceCal



Winning New Customers Everyday



Saving Thousands Of Dollars By Reducing Operational Cost



Increasing Customer Satisfaction, Retention, And Repeat Orders



Reducing Errors And Print Waste That Cost In Time And Money



Delivering On Excellent Ordering Experience That Customers Love



Streamline Operations From Ordering To Printing And Shipping

Authorised Reseller



KONICA MINOLTA

Konica Minolta Business Solutions (M) Sdn Bhd (72640-P)

Infinite Centre, Lot 1, Jalan 13/6, 46200 Petaling Jaya, Selangor, Malaysia.

National Call Service Centre: 1300 22 5556

General Line: +603 7891 0300 **Fax Line:** +603 7954 8316

Email: marketing.1@konicaminolta.com