

# The Journey to Personalized Photo Commerce: The Print and Design Ecosystem Explained



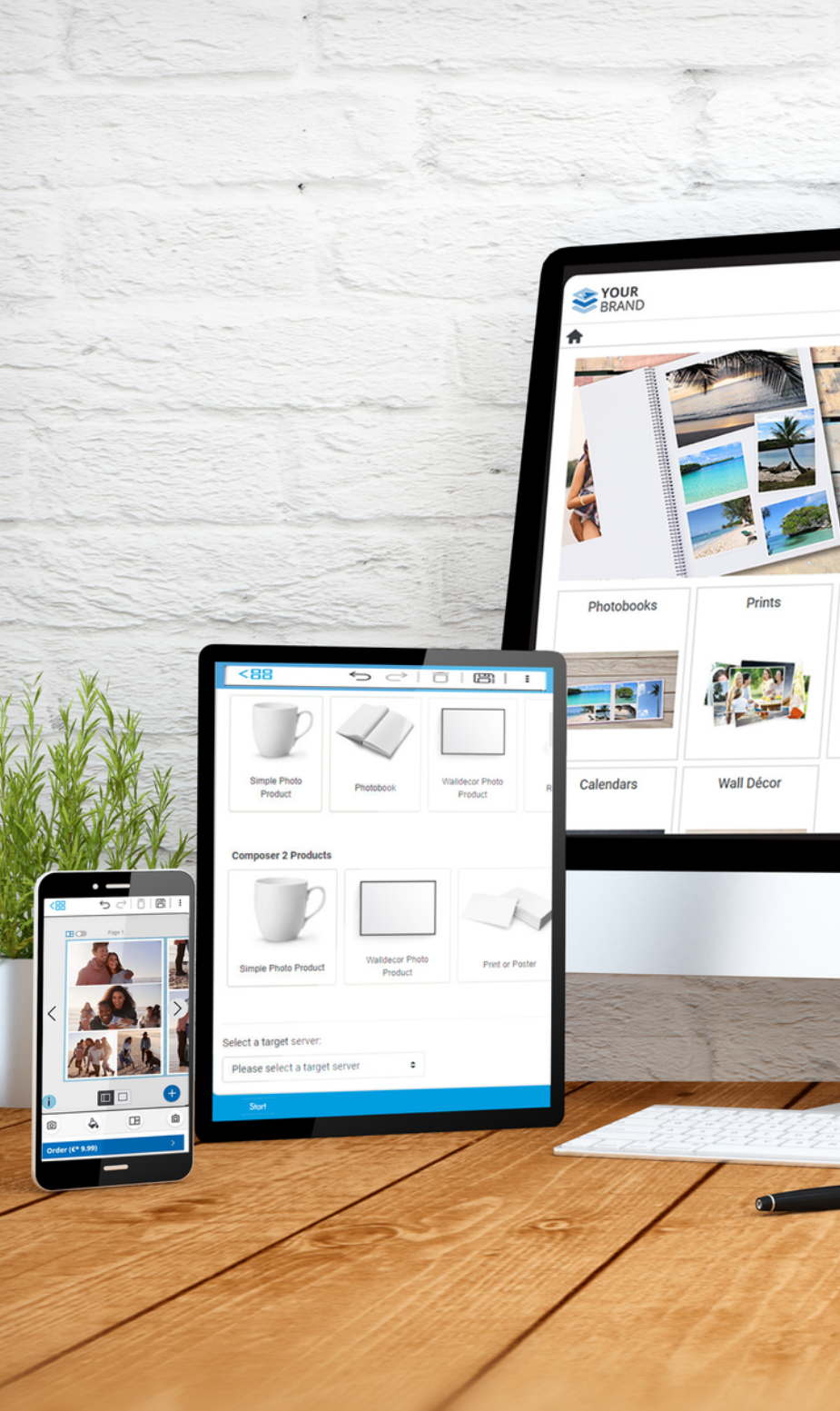


## Personalized Photo Products for Businesses

Personalized photo products are an excellent option for businesses with access to customer photos—from pet food chains to online photo businesses—who are looking to unlock additional revenue streams and boost customer engagement. But taking full advantage of personal photo products means embarking on a multi-stage Print and Design journey. Beginning with the first phase of editing and design, to liaising with a partner capable of printing the products, to contracting a third-party company to manage shipping and fulfilment, through to the final phase of post-purchase and customer service, the journey may seem like a complex undertaking for any business.

Yet it doesn't have to be so cumbersome. While the journey can be achieved in a piecemeal way by leveraging different providers for each stage, a far more straightforward approach is to use a fully integrated, end-to-end solution. The challenge therein lies in finding a capable solution and partner to support the entire Print and Design ecosystem from end to end.

This eBook explores the detailed stages of the Print and Design journey and the benefits of embracing personalized photo commerce in today's market, while detailing a range of specific use cases to help you better anticipate your company's own unique introduction to the personalized photo product market.







## Why Personalized Photo Commerce?

It's little wonder companies are seeking to capitalize on personalized photo products when, according to a Futuresource market report from July 2022, the segment is expected to be worth over €3 billion euros by 2026.

One of the most significant factors behind the market's potential is that the number of photos taken is constantly increasing thanks to the proliferation of mobile devices. The various subcategories within the sector are growing at different rates, however.

Experiencing the strongest and most diverse growth is photo merchandise—worth €1 billion and counting. This segment includes things like textiles, puzzles, snow globes, cards, drinkware, and wall decor—from basic canvas products to luxury acrylic—as well as gifts and calendars which have the biggest growth potential due in part to an expressive gift-giving culture developing over the last few years.

While the signs are good for each category, simply targeting personalized products has knock-on effects for the wider business. Indeed, [60% of consumers say they would become regular customers after a personalized shopping experience.](#)

But supporting personalization is easier said than done. So, let us take a closer look at the structures required to support a successful journey.





## Photo Commerce Foundations

While the sector represents an enormous opportunity, businesses must lay some important groundwork before embarking on the journey. Foremost, companies must possess a pre-existing e-commerce app into which photo personalization features can be integrated.

In addition to the app, a company should also have a portfolio of products in mind that would lend themselves well to personalized photo commerce and suit their target audience. These could be anything from wall decor to personalized gifts such as mugs.

Finally, any company looking to get started with personalized photo commerce should understand its customer base and their preferences. This includes knowing their buying habits, what products they typically purchase, and what features they look for in a personalized shopping experience.

Once those elements are defined and deployed, it is time to start looking for a partner to facilitate the journey. To that end, let's look closer at the Print and Design journey with ip.labs' turnkey Print and Design ecosystem, backed by Japanese photography giant Fujifilm, which acquired the German photo service software provider in 2008.





## The Four-Step Journey



### Editing and Design

It all begins with a customer choosing a product— be it through a targeted ad or email recommendation, an upsell at check out, or a standard shop promotion. Once a customer has been successfully interested in the photo product offering, attention switches to the design stage.

ip.labs' white-label, fully-branded photo product editor solution allows businesses to tailor the editing experience to their specific brand identity, providing a unique and personalized user experience for their customers.

What sets ip.labs' solution apart is its mobile software development kit (SDK), which enables the transformation of existing mobile commerce and customer loyalty apps and web shops into fully-featured photo product editors. This allows businesses to maintain continuity and leverage their existing user base to accept orders on existing platforms.

Such an approach enhances customers' overall experience too, letting them easily edit and customize products such as cards or calendars with their photos within the platforms they are already using—without needing to navigate to a separate app or website. This convenience and accessibility improves customer satisfaction and loyalty, potentially leading to increased revenue.





## Printing

Once a customer places an order for their personalized photo product, Fujifilm's global printing network comes into play. With production, printing, and shipment facilities spanning across the US, Europe, and Asia-Pacific, the network ensures that orders can be fulfilled worldwide. Fujifilm's facilities support the creation of a wide range of personalized photo products—ensuring customers can choose from a wide range of items for printing, from wall decor to photo books, calendars, gifts, and much more.

Built for volume, Fujifilm can handle orders and projects at any scale, leveraging best-in-class printing software to guarantee its reputation as a source of quality personalized photo products.



## Shipment

After creating the product, it is time to get it into customers' hands. To that end, Fujifilm has established a robust fulfillment system that ensures seamless delivery of personalized photo products to customers across the globe.

This system is designed to provide a hassle-free experience for customers, regardless of their location, with orders forwarded to the appropriate production facility based on the customer's location to minimize delivery time.

Handling any and all types of personalized photo products, from simple prints to elaborate photo books and wall decor, Fujifilm ensures companies can deliver the products that meet the specific needs of their customer base.





## Post-Purchase

In the event customers are not fully satisfied with their purchase, account support and ongoing customer care options are available to resolve issues and increase customer loyalty.

Fujifilm strongly emphasizes customer satisfaction and is committed to providing customers with reliable service and support, ensuring that any issues are resolved promptly and effectively.

That includes assisting customers with other questions they may have about their purchase, from product features to delivery times, as well as the continued customer care options designed to enhance the customer experience and foster long-term relationships with customers. In the event a partner wants to handle customer service themselves, ip.labs is also able to provide the necessary information, training, and second-level support necessary to keep their customer happy.



## A Broad Range of Use Cases

Mastering the Print and Design journey unlocks many benefits for businesses in various industries, from retail stores to photo commerce apps. We have collected a few potential uses to help you best envision and anticipate your own unique photo commerce journey.



### Retail Stores

In the competitive world of retail, providing a personalized and memorable shopping experience is crucial to foster customer loyalty. One effective way of enabling that involves allowing customers to design their own unique products—such as photo books, mugs, and calendars. That's particularly true in retail organizations with a focus on design, such as home furniture or apparel stores. With an end-to-end solution facilitating that process, customers can easily create customized products and have them delivered directly to their doorstep, wherever they are. Brick and mortar partners are also able to leverage a multi-channel experience by enabling customers to pick their products up in-store.



### Pet Food Chains

Any customers with niche or specific passions, such as pet owners and their beloved animals, present a clear opportunity for businesses to offer personalizable products. By allowing users to upload photos of their pets and incorporate them into unique items, customers gain access to highly valued products that serve as a memorable way to strengthen the brand-customer relationship. That is particularly true when utilizing a white-label solution to enable the creation of products seamlessly, without impacting brand identity.





### Online Photo Businesses

For businesses that rely heavily on customer photos, ensuring a smooth and efficient ordering process is critical to maintain customer satisfaction. By leveraging a solution with the backing of a photo giant such as Fujifilm, businesses ensure a hassle-free and streamlined approach to creating and delivering personalized products. Even during peak seasons, a reliable and resilient operations backbone ensures that businesses can continue to deliver without disruption—enhancing the brand's reputation and fostering customer loyalty.



### Photo and Video apps

The photo industry has witnessed a surge of apps offering a variety of features, including digitizing old photographs, photo enhancements, generative AI art, and much more. Often, users independently go on to create their own items using these images. By integrating the Print and Design journey, companies in the space can capture this business for themselves and enable their users to easily convert images into personalized photo products—without ever leaving an app.





## How it Works in the Real World

To ensure we fully understand each step of the journey, let us break down the journey in full for a classic photo product item—a mug—produced by a business using ip.labs' solution.

First, ip.labs provides the white-label toolkit to transform the company's existing app into a fully-branded professional photo app. With ip.labs' mobile SDK, the company can tailor the experience for their customers. And employing a white-label photo solution sidesteps the costs and risk of in-house development while matching the unique brand look and feel for a fluid customer experience.

At that point, customers can use those same e-commerce applications to design and order customized photo products directly from their favourite businesses, with features including merchandized layouts, 3D previews, and a wide variety of products.

Then, when a user places an order, ip.labs handles the sourcing, production, printing, and fulfilment process via a global fulfilment network backed by Fujifilm, completed by continued post-purchase support to resolve any potential issues and further increase customer loyalty.





## HEMA

Such an example is far from speculative. Just one demonstration of the Print and Design journey operating in the real world comes from variety chain store giant HEMA, leveraging the complete Print and Design solution to enable their consumers to upload photos, personalize text, and purchase a product—all through the company website.

Editing and design is accomplished via ip.labs software, which has been fully deployed within HEMA's e-commerce platform. Once an order is made, the item is printed, packaged, and shipped through Fujifilm facilities in Germany and the Netherlands.



## An End-to-End Solution

Finding a partner that offers an end-to-end solution makes offering personalized photo products possible for companies that may not have the time, resources, or expertise to develop in-house solutions.

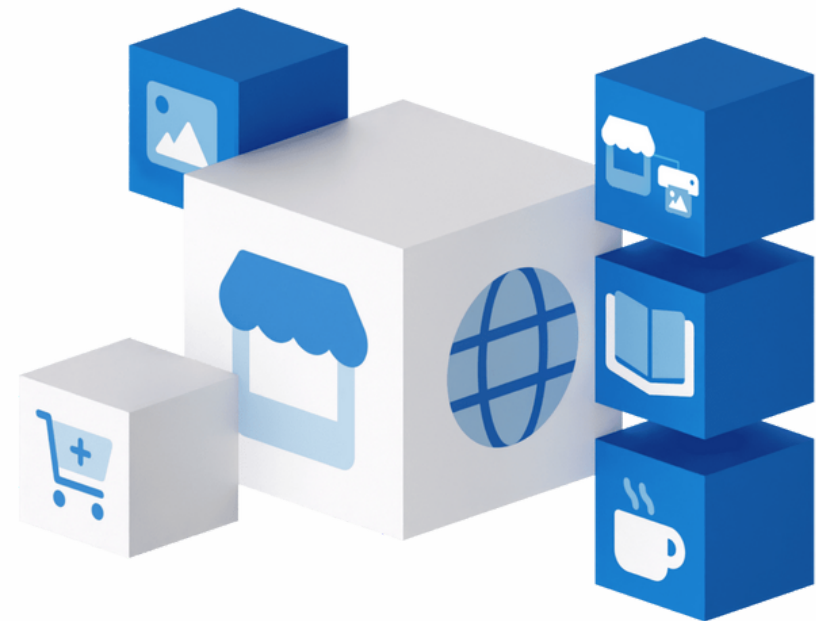
By leaning on Fujifilm—a leader in the photo product market, with best-in-class editing and printing software capabilities and high-end services — ip.labs can provide its customers with a truly turnkey, holistic solution. With software that is easy to integrate into existing solutions via APIs and a mobile SDK, combined with Fujifilm's vast experience in handling the print, shipment, and post-purchase phases, ip.labs ensures the Print and Design journey is one well worth taking for its customers.





## Concluding the Journey

From editing and design through to printing, shipment, and post-purchase care, the Print and Design journey is nothing if not involved. Attempts to build out capabilities in each of the areas require hefty investments of both time and money. Thankfully, there are paths of less resistance. Only by entrusting the right partner can businesses ensure the Print and Design journey supports a smooth and unique customer experience that adapts to fit a company's needs as it grows.







## About ip.labs

Companies worldwide trust the solutions of ip.labs GmbH, founded in 2004, when it comes to creating and selling personalized photo products such as photo books, wall decorations or photo gifts. The flexible software solution can be easily adapted to different business models and is available as a web-based editor, download client and as mobile app. ip.labs has been a wholly owned subsidiary of FUJIFILM Europe GmbH, headquartered in Bonn, Germany, since 2008 and offers its business customers worldwide support on a 24/7 basis.

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