

FUSIONPROCENTRAL

The Complete Commerce & Distribution Hub for Commercial Print








FusionPro Central connects the entire lifecycle of personalized print, from inbound orders to fulfillment and distribution.

Trusted by Printers. Built for Growth.

For years, FusionPro has been the standard in **personalized print** and variable data composition. Now, **FusionPro Central** extends that same reliability and innovation beyond production and connects branded eCommerce portals, **personalization, automated distribution,** and financial settlement in one unified system.

Built specifically for commercial printers and **Print Service Providers,** FusionPro Central is more than a **B2B web-to-print portal.** It is a complete commerce and **workflow solution that simplifies ordering, accelerates production, automates fulfillment,** and strengthens long-term customer relationships.

Why FusionPro Central?

-  **Unlock New Revenue Streams** – Move beyond one-off print jobs. Offer customers branded, always-on portals that create sticky relationships, repeat ordering, and recurring revenue programs.
-  **Personalization at Scale** – Leverage the trusted FusionPro composition engine to power personalized collateral, data-driven campaigns, and high-volume VDP jobs with precision and speed.
-  **Simplify the Print Buying Experience** – Provide a frictionless path from template selection to real-time proofing, ordering, approval, and payment. The easier it is to order, the more your customers print.
-  **Built-In Production & Distribution Automation** – Automatically routes orders to the appropriate production teams or vendors, generates job tickets, prepares imposition-ready output, and provides real-time visibility throughout the workflow. This reduces manual touchpoints, minimizes errors, and accelerates production from order to print.
-  **Fulfillment & Financial Management in One System** – Manage shipping, tracking, invoicing, and payment processing within the same platform. From storefront to shipment to settlement, every step is connected in a single streamlined system.
-  **Catalog of Ready-to-Use Assets** – Provide users with instant access to curated, brand-compliant materials available for immediate customization and ordering. Drive repeat business through structured, easy-to-use product catalogs.
-  **Insight & Visibility** – Track activity, order volumes, asset usage, and production metrics. Use reporting to demonstrate value to clients and uncover upsell opportunities.

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Where Print Meets Possibility

Not just a portal but a complete commerce and distribution hub built to help commercial printers win, retain, and grow their customers.

The FusionPro Advantage

Other **B2B eCommerce print portal solutions** stop at storefront functionality. FusionPro Central delivers **the full operational engine** behind it.

- » **Commercial Print DNA** – Designed with printers, for printers. Built to support distributed production and complex workflows.
- » **All-in-One Architecture** – Commerce, personalization, routing, fulfillment, and billing in a single cloud-based system.
- » **Powered by Proven Technology** – Built on the same core technology that powers MarcomCentral and trusted worldwide for distributed marketing and print automation.
- » **Cloud-Based & Scalable** – Always up to date, secure, and accessible from anywhere without the need for on-premise infrastructure.
- » **Standalone or Integrated** – Operates as a complete solution out of the box or integrates with existing MIS, ERP, JDF, CRM, and fulfillment systems as your business scales.

Commercial printers already trust FusionPro for precision and reliability in variable data composition. **FusionPro Central builds on that reputation** – connecting personalization, storefront management, production automation, fulfillment, and financial settlement into one seamless system.

