

Runs the shop while you print.

A storefront and back office for print and embroidery shops that chases quotes, keeps customers informed and updates itself from the shop floor.

Print shops lose money in the gaps between jobs, not in the jobs

Quotes

Most quotes that never convert were never followed up. The shop was too busy printing to chase.

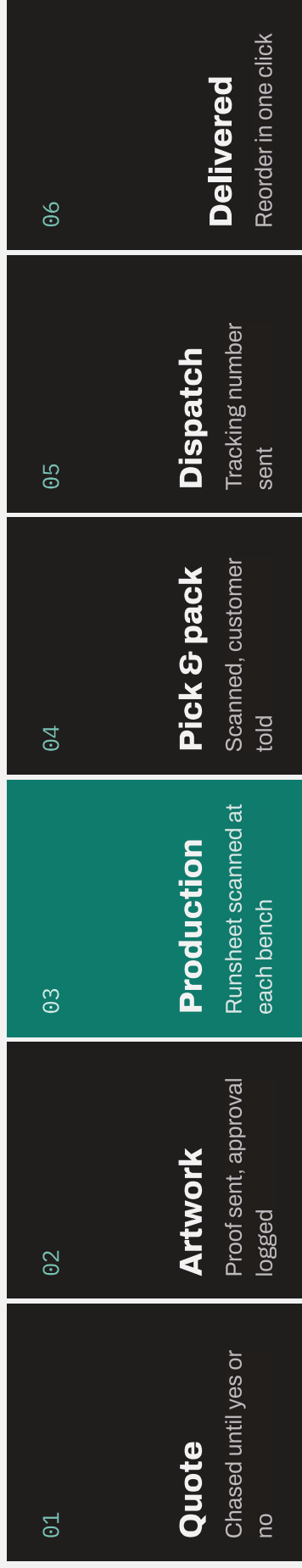
Calls

“Where is my order?” is the most common inbound call. It has an answer. Nobody has time to give it.

Status

The system is on a PC in the office. The job is on the bench. The two rarely agree.

One lane from quote to door



The storefront sells. The back office chases, informs, tracks and scans. The data underneath is open, so anything else the shop uses can plug in.

01

No quote goes cold

Every quote is followed up on the schedule you set, by the channel you choose, until the customer buys or says no.

Automatic follow-up by email, WhatsApp and SMS

+24 h	EMAIL	"Hi Sam, the quote we sent yesterday is attached. It holds for 14 days."
+3 d	WHATSAPP	"Any questions on the hoodie quote? Happy to adjust quantities or sizes."
+7 d	SMS	"Your quote PL-04821 is open until the 26th. Accept or ask a question."
+13 d	EMAIL	"Last day on your quote. If you've gone another way, reply 'no thanks' and we'll stop."

Your schedule, your channels. Change timing per customer type. **Signed by a person** at your shop. Never **Stops on yes or no.** Accepted, declined, STOP, or 14 days of silence.

Customers stop ringing to ask

They are told at every stage, with a tracking number at the end. If they do ring, the phone answers with stock and status.

A message at every stage, and a phone that answers

Proof ready	Your proof is ready. Approve it and we start.
In production	Your hoodies are being embroidered.
Packed	Packed. Courier collects tomorrow.
Dispatched	On its way. Track it: JD0002234567GB
Delivered	Delivered. Same again is one click.

PHONE ASSISTANT

“Northside Print. I can check an order or stock for you. What’s your order number?”

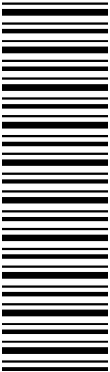
“PL-04821 — 48 hoodies. Being embroidered now, packed tomorrow. Want a text when they ship?”

Answers in your shop’s name. Hands off to a person on request.

03

The floor updates the system

Every order prints a runsheet with a barcode. Scan it at each bench and the status changes — no PC, no typing.

RUNSHEET		Northside Print	
PL - 04821		Due Thu 18 Sep	
Sam Okafor	48 x Navy hoodie		
Okafor Roofing Ltd	Embroidery, left chest		
Leeds LS16BY	S6 M12 L18 XL8 XXL4		
Logo proof		Placement photo	
			
PL04821		Artwork	Production
		Packed	

One sheet per order, one scan per bench

Prints itself the moment an order is confirmed — order number, spec, artwork, addresses, barcode.

Scan to advance. Each bench scan moves the job one stage and messages the customer.

Works offline. Mono laser, any barcode scanner, a pen if the scanner is down.

ALSO INCLUDED

A storefront that sells, on data that connects to anything

Every product, listed once

Hoodies, caps and bags to brand.
Business cards, posters and safety signs to print. Set up once, sold everywhere.

Found by search and answer engines

Listings are written and structured for Google and for the assistants people now ask instead — automatically, without extra work.

Open to any other tool

Accounts, couriers, suppliers, your own spreadsheets. The data is yours and any third-party app can read it.

ALSO INCLUDED

Customers see their logo on the product before they order



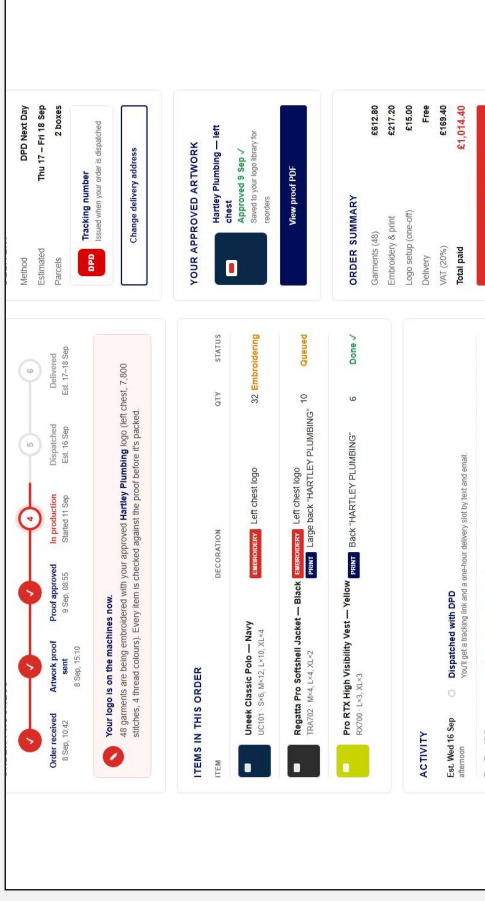
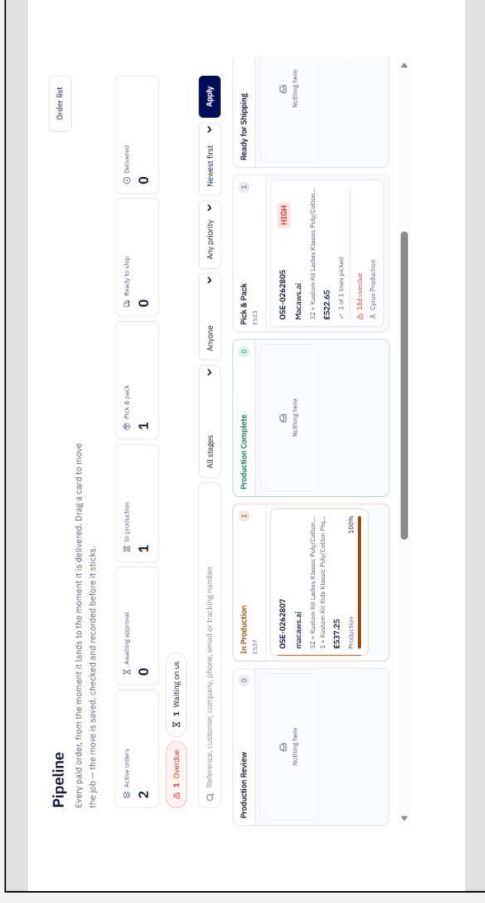
Upload a logo, pick a polo, hoodie, cap, bag or sign, and see it placed and sized on the real product.

Fewer artwork rounds. The customer approves what they have already seen.

Goes on the runsheet as the placement picture the bench works from.



One system, seen from the office and from the customer's phone



Printer · pipeline view, every paid order from landing to delivered

12 • Presslane

Customer • track-your-order page in the shop's own branding

Built for the whole print and decoration trade

 Independent print shops 1–10 staff	 Embroidery and garment decorators Workwear, teams, merch	 Trade printers Mid-size, high volume	 Sign and display makers Safety signs, banners, boards	 Franchise and multi-site groups Every site, one way of working
---	---	---	---	--

UK first. Then every English-speaking market.



See it run on your own jobs

DEMO

30 minutes, your products, one real quote chased end to end.

EMAIL

hello@presslane.com