Prodigi Print on Demand
User guide & FAQs

prodigi

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Introduction

Print on demand is an amazing way to sell fine art prints, apparel, gifts and textiles. There is none of the up-front costs and hassle associated with traditional printing or merchandising, and our global network lets you market to the widest possible audience.

Our Shopify app brings effortless print on demand services to your store, providing instant access to our comprehensive product range and worldwide fulfilment. We always keep you and your customers in the loop throughout the order process and we're sure you'll love the finished product.

This user guide shows you exactly how to get up and running: from installing the Prodigi Print on Demand app, uploading and editing your designs, choosing the best products, and making them available for your customers to purchase.

If you have any questions, our customer support team can be reached via the live chat service within the app or at support@prodigi.com.

About Prodigi

Prodigi is the world's leading print on demand platform.

We help companies selling printed products to simplify their logistics and maximise their profits.

We do this using software and our drop shipping network.

The Prodigi Shopify app is our latest tool to help you scale your print on demand sales.

Key features

The Shopify app is designed with one aim in mind: to simplify your printing and shipping within one powerful solution.

From the moment you upload your design and choose your products, through to your customers receiving a shipping notification and getting your artwork in their hands, we handle everything else in between.

A focused but comprehensive product range to keep your artwork centre stage. We're specialists when it comes to printing fine art, so we know what makes your artwork look great, and we have a great range of merchandise and home products to complement it.

Complete product control. Our intuitive cropping and positioning tools make sure you can be completely confident of how things will look once printed. If we think the final quality will be anything other than excellent, we'll let you know.

Product personalisation feature. An easy way to offer personalised products in your Shopify store, our product personalisation feature lets you enable your products for personalisation and pause orders for editing prior to sending them to us for fulfilment.

Beautiful preview imagery so that your customers can see exactly what they're buying.

Fast and efficient worldwide fulfilment. Wherever your customers are located, we can print and deliver from a facility that's local to them, meaning our shipping costs are kept low whilst maintaining excellent quality across the globe.

Responsive support and regular updates. We're on hand to help you with any issues, from using the app through to knowing if an item has been printed. Our teams continue to work on improvements and release new features regularly.

Getting started

Installation

The easiest way to get started is by visiting https://apps.shopify.com/prodigi-print-on-demand and clicking "Add app" at the top. The installation itself will be automatic and once finished you'll have everything ready to go. We'll even create a new account for you as part of the process.

Creating your first product

Upload your artwork

When you first open up the app, you will be presented with the option to upload your artwork. You can upload up to 5 PNG, JPG or TIFF images at once to speed things up if you have lots of designs to start with. If you don't have an image ready at this stage, we've provided a couple of examples you can use to continue through the creation process. The image will form the basis of a new design, which can then be made available across a range of different products in one go.
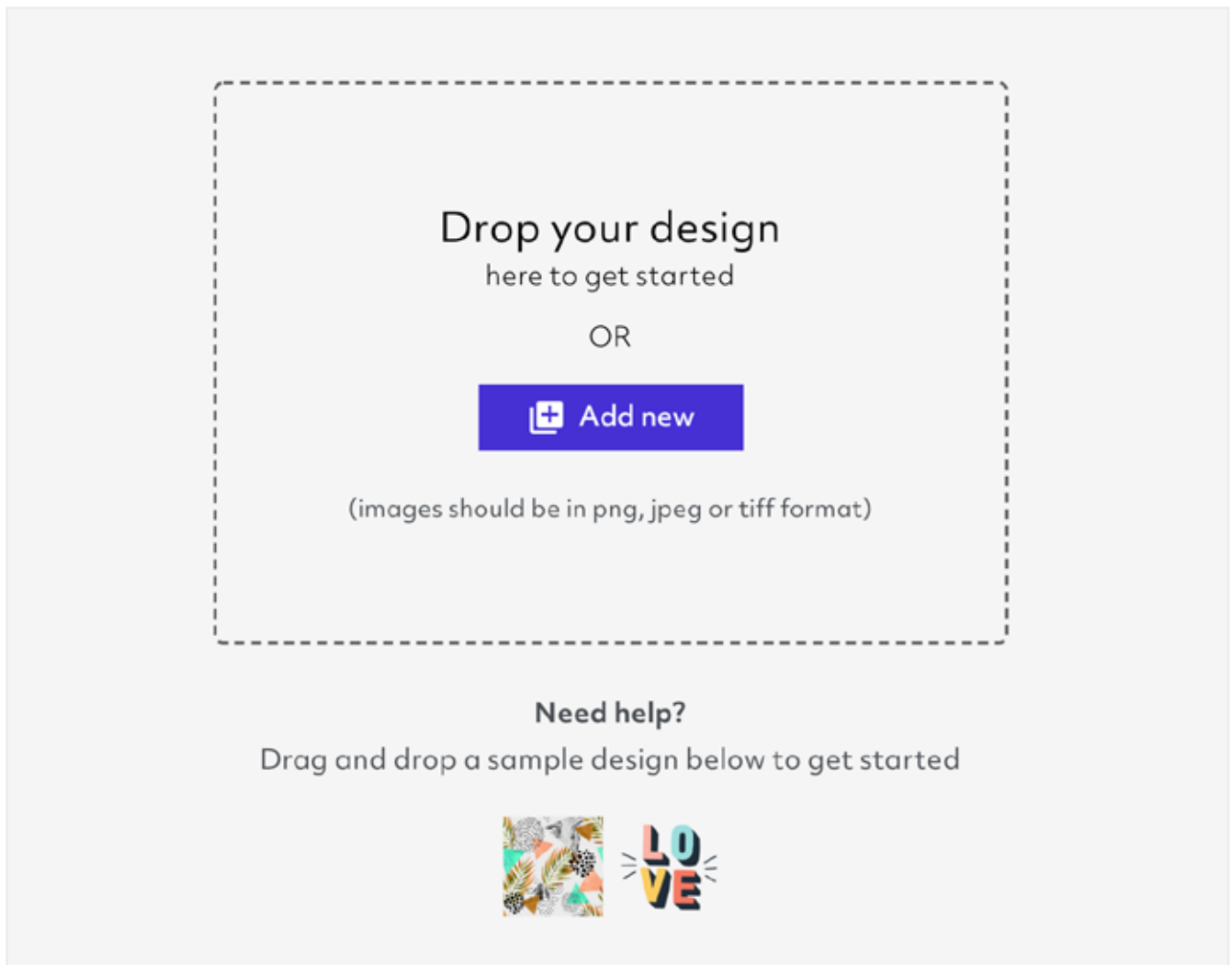
Each file you upload is used to create multiple products with that design in your store. The recommended image pixel size for each product is shown in the app, but we'll also highlight if any image looks too small. ICC profiles are also available for most products, for precise colour reproduction.

Choose a product range

Once your artwork is uploaded, you'll have a new design ready to go. Here, you can give your design a name, duplicate what you've set up and publish it to Shopify. First though, click on the image itself to view the selected products that you'll offer for sale.

To make your design available as a particular product, simply toggle the "Enabled" switch in the bottom corner. Any products with a green tick will be published to your store.

> **Did you know?** If you intend to offer the same products for all of your artwork, you can set up default product ranges and pricing in one place so that they're automatically set up every time you upload a new image. This can be done within the preferences section of the settings menu.

You can find out more about each of the products, tweak your image layout and select the correct variants (sizes, colours) by clicking on the image or the "prices & edit" button.

Each design is published as a collection to Shopify, which means that the range of products that you make available for each one will be grouped together to make it easier for your customers to find the available options.

Edit your image

Here you can see how your artwork looks as part of the finished product, and adjust its position or size.
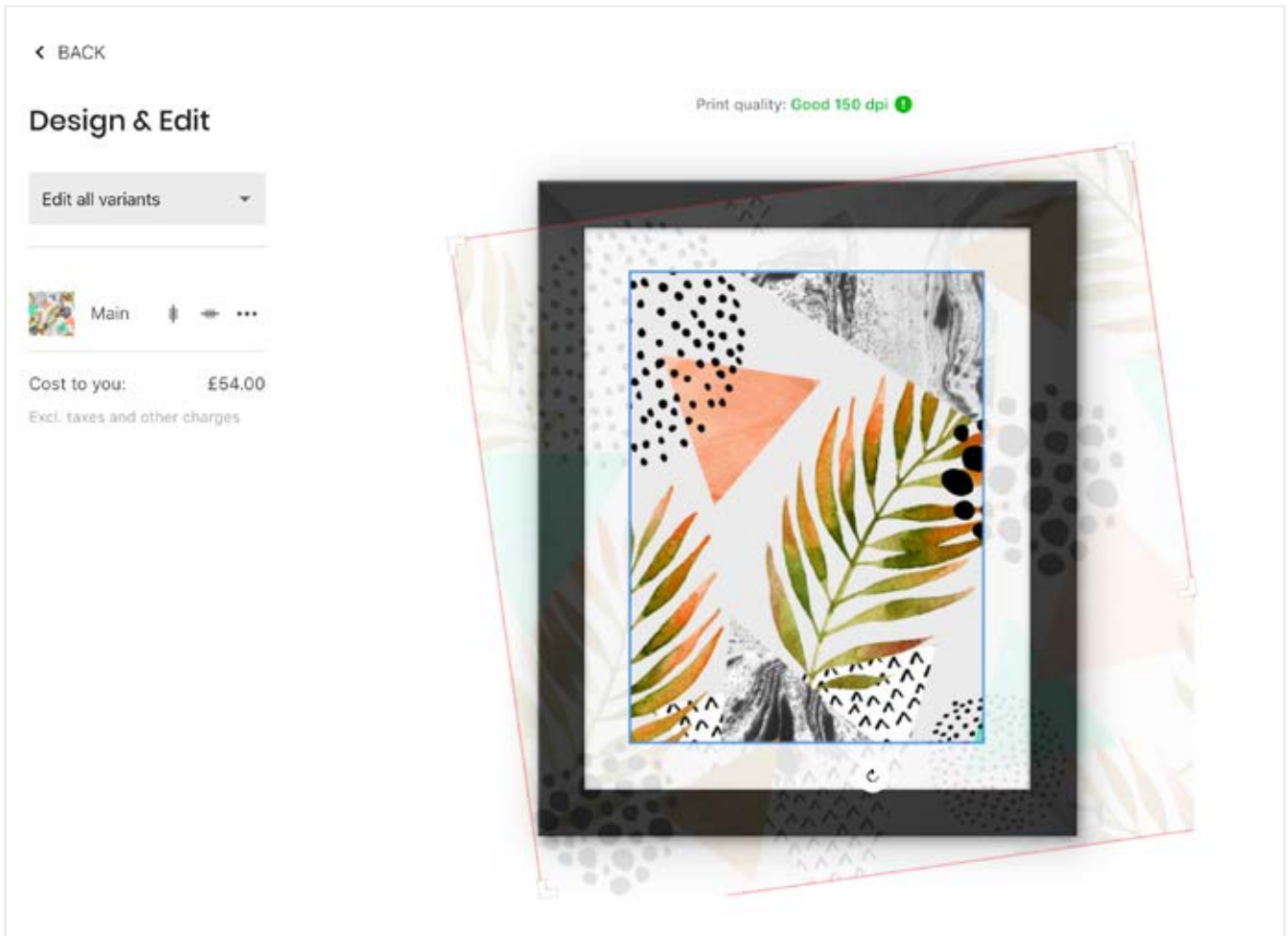
By default any changes that you make to your image will be applied to all variants selected for that product. However, it is possible to use a different artwork image for specific variants, which can be useful if you offer multiple aspect ratios or orientations.

Select your preferred product variants and prices

The second option from the design & edit screen is product configuration, accessible from the menu icons on the left-hand side. This is where you can select the product variants, pricing and store descriptions.

The cost price that we charge you when you make a sale (the "cost to you" field) is shown for each variant. From there, you can change the selling price for each variant and clearly see your expected profit.

Alternatively, instead of setting the selling price, you can set a profit percentage if you need to ensure that you hit your required margin for everything that you sell.

To view the individual variant prices, and select which ones are available for your customers to purchase, click on "show pricing table". This will expand the list of available product variants, allowing you to fine-tune prices for individual variants, or exclude them from your store.

The cost prices do not include shipping, so you may want to set your selling prices to cover the typical cost of shipping, and then offer free shopping to your customers. However, we do provide alternative ways to configure and charge for shipping, which we cover in a separate section.

You can also use the product configuration option to assign a different production flow to specific products by selecting the products you wish to amend and clicking 'configure.' For example, if you want to offer personalised products in your store and your production flow is set to 'automatic', this option will allow you to set individual products to a 'manual' production flow in order to enable them for personalisation.
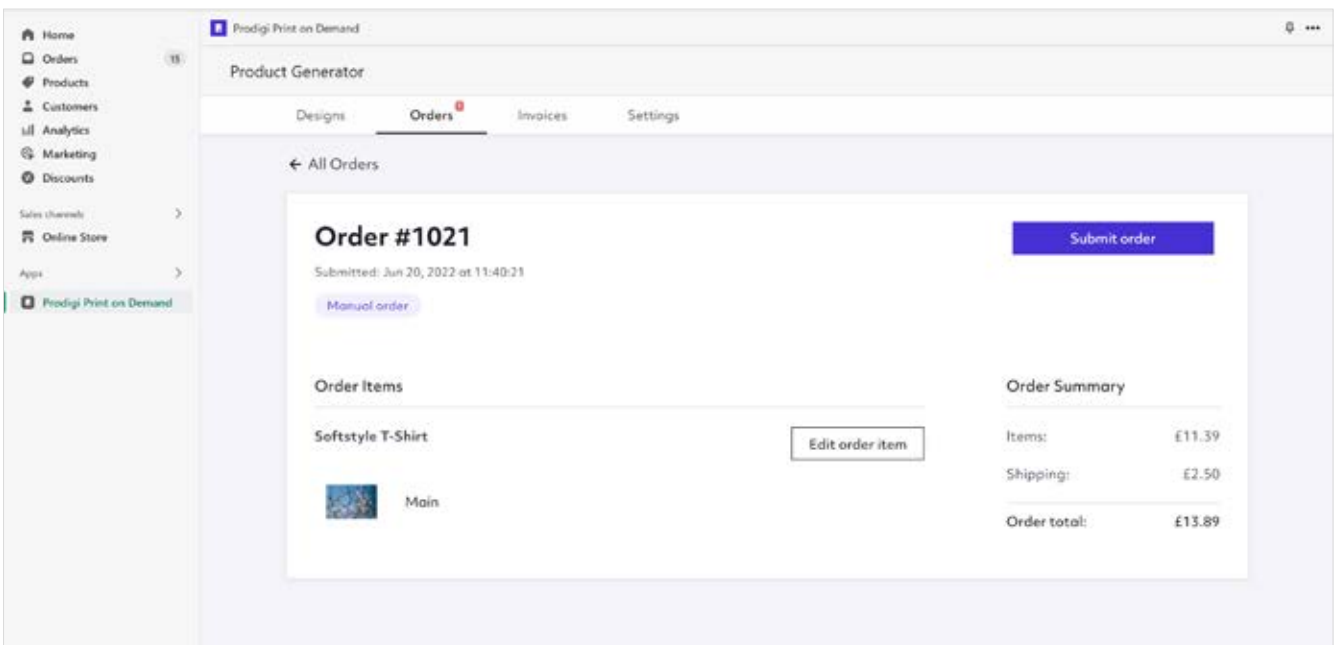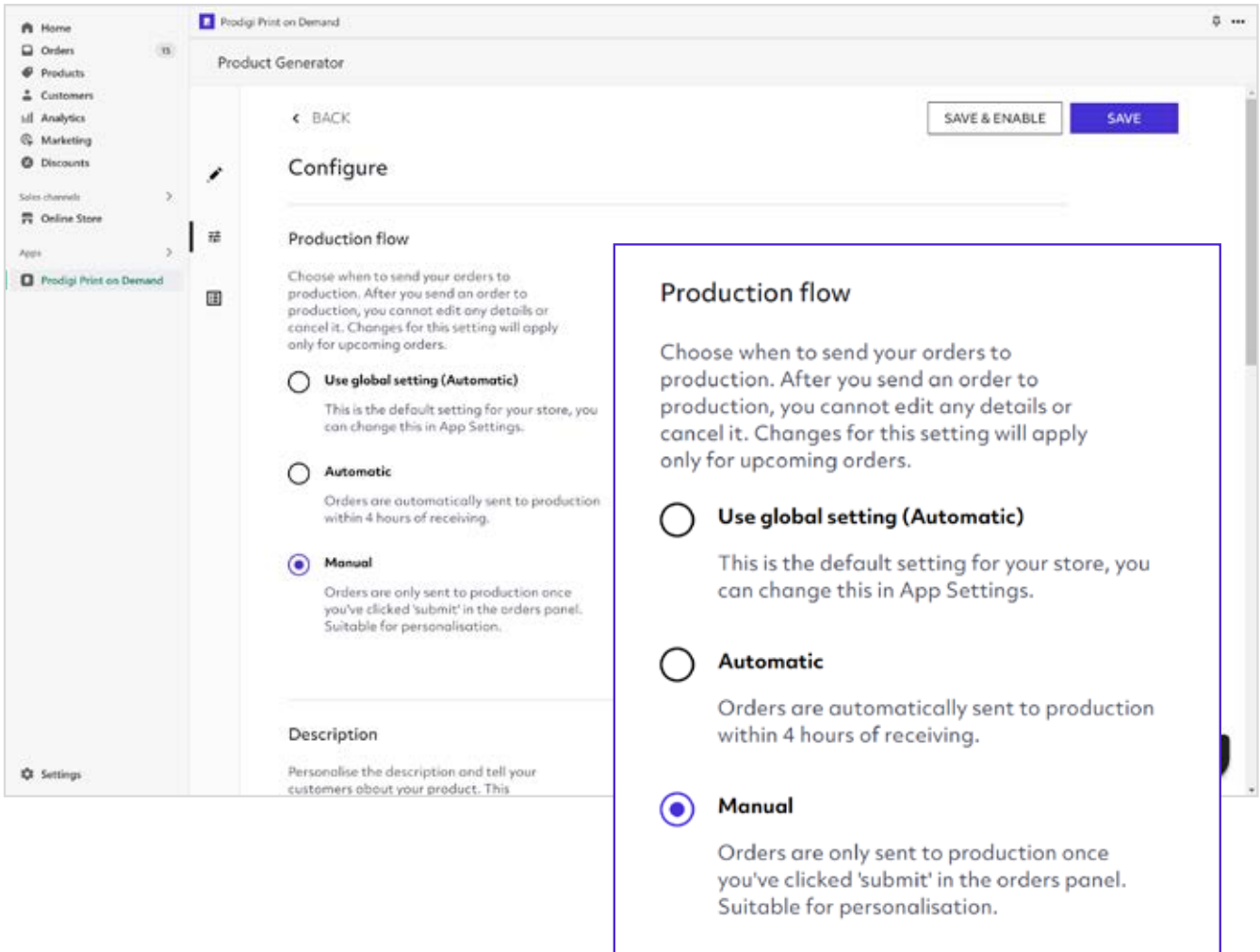
Review the product description

We pre-populate this with some specific details about the product itself, but you're free to change this as required.

Product previews

For each product, we generate a wide range of preview images, showing your design from a variety of angles and in realistic room settings. You can toggle each image on and off, and add your own product images in Shopify if you have them. We'll also be adding new previews and room settings to the app through regular updates.

Useful product information

SHIPPING LOCATIONS & PRICES

With Prodigi you only need to set up one product to sell worldwide. We do this by grouping similar brands to ensure your customers get the best products and the quickest shipping times but we also give you the power to customise what brands are sent where.

12"x16" White Frame (Shipped from US & UK) ▾   Shipping to: United Kingdom ▾

Carrier	Service	Shipping cost	Additional items	Manufacturing time	Delivery times
Royal Mail	First Class Tracked	£3.90	–	3 days	1-4 Working Days

PRODUCTS AND PRICES

	Price	Print area	Print quality	Template
12"x16" White Framed Print	£54.00	30.48cm x 40.64cm	150dpi	Download
18"x24" White Framed Print	£78.00	45.72cm x 60.96cm	150dpi	Download
24"x32" White Framed Print	£111.50	60.96cm x 81.28cm	150dpi	Download

The final page shows further details on the product itself, such as shipping rates and lead times, and a few sample images for a complete picture of what your customers will be receiving.

Publish to Shopify
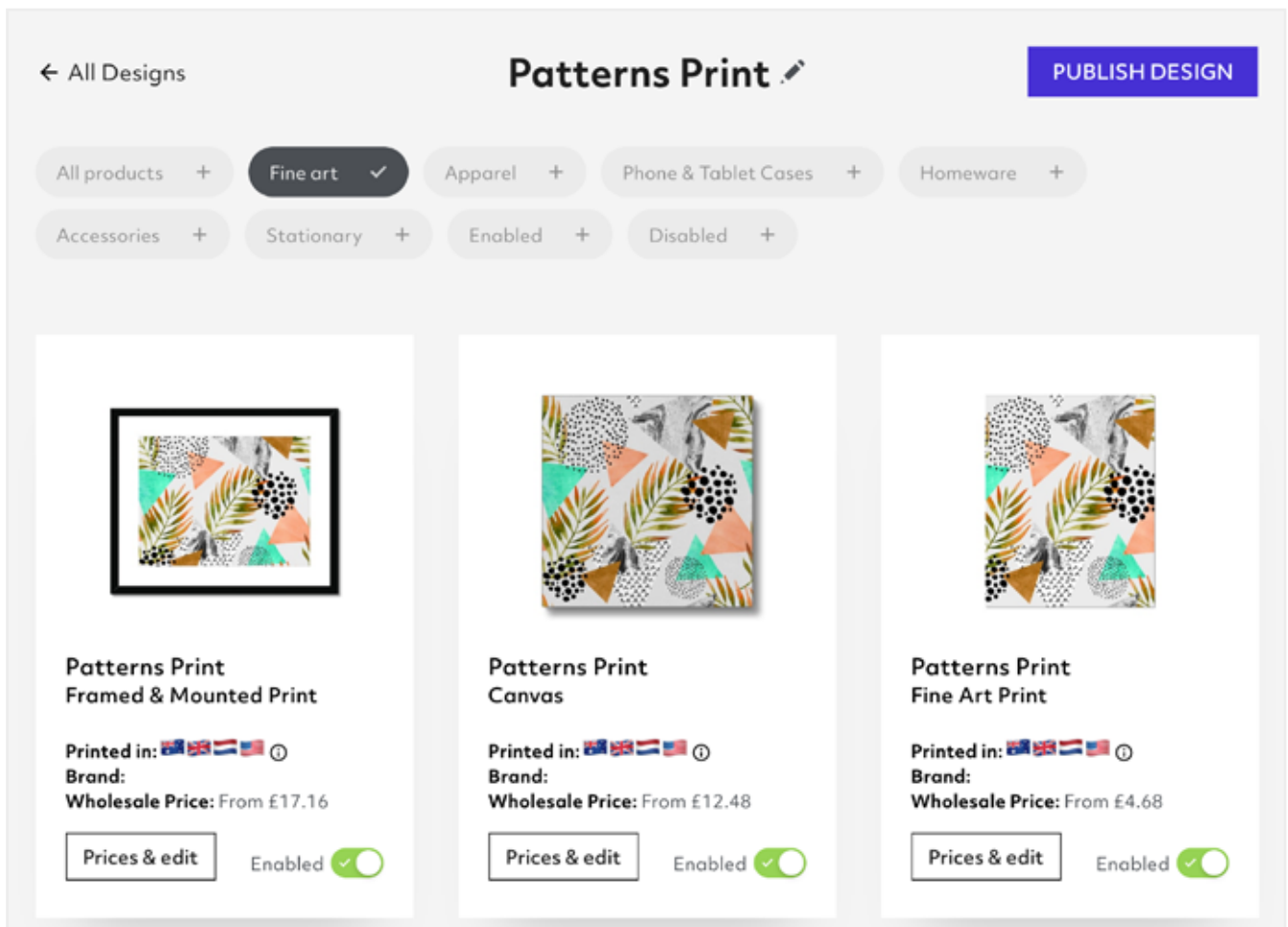
You have chosen a product, selected the preferred variants, reviewed the images and descriptions, and configured your pricing. The only thing left to do now is to publish into your Shopify store.

If you haven't yet provided your billing details, we'll ask you for them when you publish. You can choose the "I'll do this later" option if you don't have them to hand, but any orders won't be fulfilled until billing details are added.

The publish button is in the top right-hand corner and will start the process to make your new products available to your customers. Quite a few things happen in the background, including producing high-quality versions of your preview images and creating a new collection to group your products together where they share the same design, so the publish may take a couple of minutes.

As soon as the product is published, the app will notify you and provide a link to view the new product in your store.
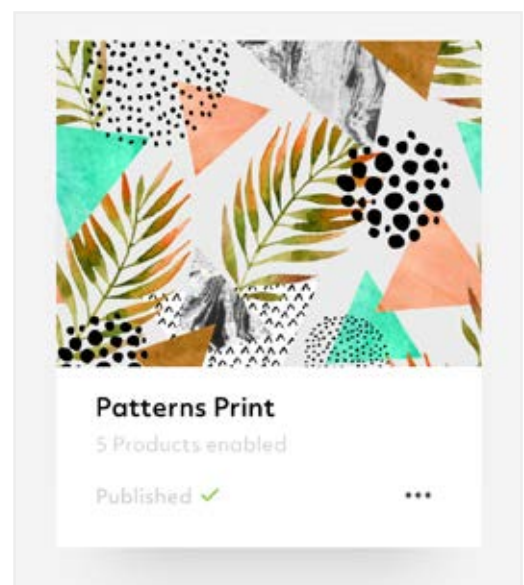
Shipping

Shipping is a key part of selling your artwork as on-demand products, and it is handled entirely from within Shopify.

Shopify provides multiple ways to configure your shipping costs but we recommend setting a shipping rate per country or geographical area that is dependant on the order price. This provides the best balance between accuracy and simplicity for both you and your customers.

We've written a guide specifically about setting up shipping within Shopify that is available on the website, https://prodigi.uk/shopify/shipping/ and of course we're happy to help you with any questions or issues.

Managing your orders
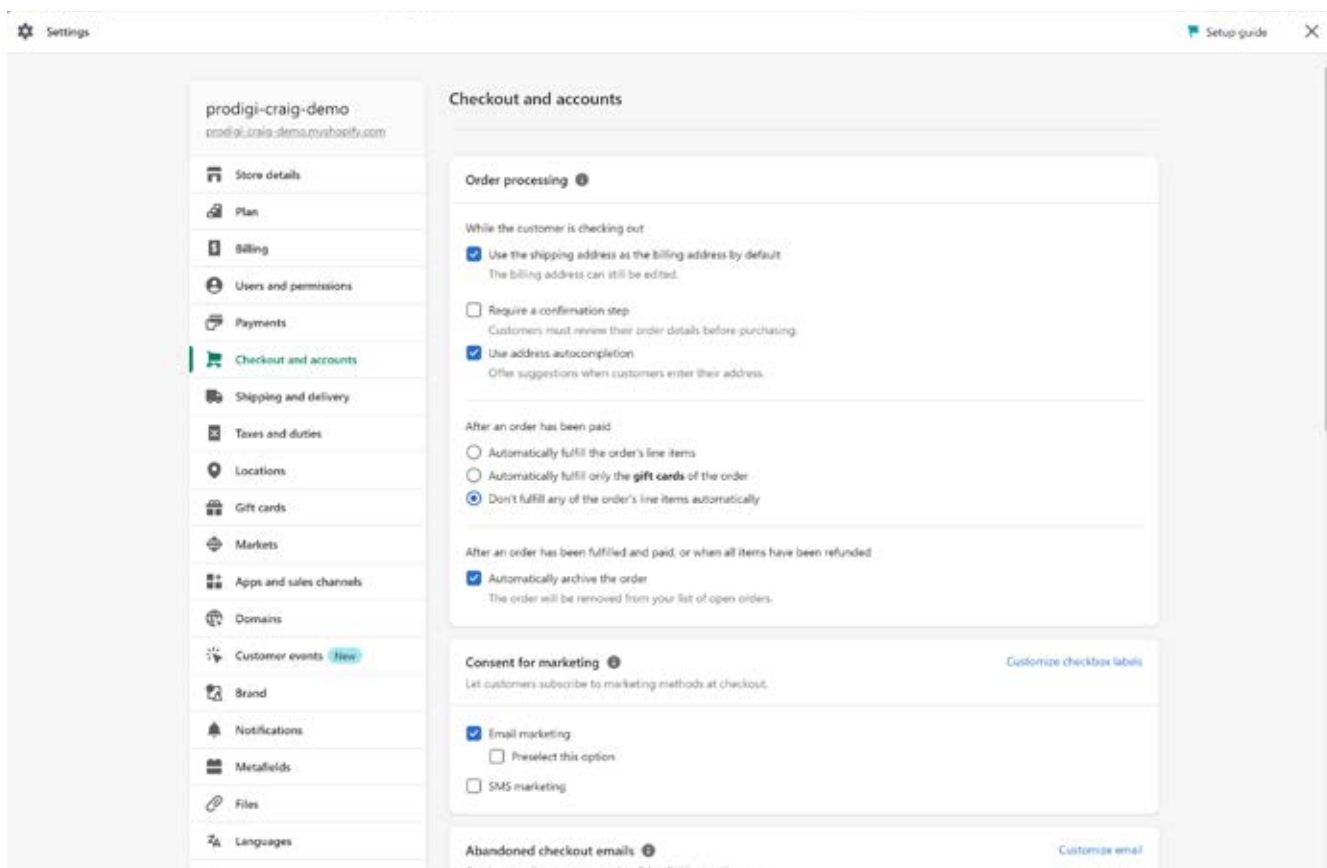
To enable us to update your orders, you'll need to go to 'Settings > Checkout and accounts > Order processing' and set your preference to 'Don't fulfill any of the order's line items automatically' under the section titled 'After an order has been paid' (see image provided).

When a customer purchases one of your products, Shopify automatically notifies Prodigi and sends all of the order details to us. As the order progresses through our labs and is shipped to the customer, we provide updates back to Shopify to keep everything up to date.

You're able to see and manage your orders from within the Prodigi app. In the "Orders" section, you're able to see all of your open orders with us. This is also the place to raise any order issues you may have. Our customer support teams are available through the live chat service.

Because of the nature of on-demand products, once an order is received by our labs it can no longer be cancelled. If you do need to cancel an order after we've received it, get in touch and we'll let you know the best way forward.

You can also set the default behaviour for all new orders under 'Settings > Preferences'. If you plan to sell mostly standardised products in your store, we recommend using the 'automatic' production flow option. Alternatively, if you plan to sell mostly personalised products, we recommend using the 'manual' production flow option.

FAQs

If you have any other questions, please get in touch with us and we'll be glad to answer them for you.

Q: How do I add payment details?

You can add your payment details from within the app, within the "Settings" section. We use Stripe to securely process payments, so your card details are never stored or accessed by us.

Q: Can I order sample products?

We're confident that you and your customers will love our products, but you're more than welcome to process some sample orders either through Shopify or directly on your Prodigi account to test the quality and finish of them.

We also have put together a sample pack of the different papers and finishes that we have available on the app at the moment, to give you a good idea of what you can expect. The pack is available from our website, https://prodigi.uk/shopify/sample-pack

Q: How often does Prodigi charge me?

By default, we charge you using the details we have available from your Prodigi account on a per-order basis at the point each order is placed.

Q: I'd like to sell a particular product - when will it be available in the app?

Expanding our product range and global coverage is one of our core aims in the coming months.

In the meantime, our complete range of products is available to order manually via your Prodigi account at https://dashboard.prodigi.com/login

If there are additional products that you'd love to see, please let us know.

Q: Are my customers automatically alerted when their item ships?

Yes - we let Shopify know of any updates to your orders, including when an item ships. Depending on the shipping rate used, we'll also pass on the relevant tracking details where they're available.

Q: Which products can I enable for personalisation?

Our product personalisation feature can be applied to all of the products available in our Prodigi Shopify app. If you're interested in offering personalised products in your store, we recommend installing one of the below third-party apps, which enable you to add everything from custom text fields and image upload buttons to your store's checkout page.

Shopify image upload app

Shopify text field app

Shopify advanced product options app

Shopify also allows you to add certain personalisation features to your store yourself under 'Settings > Checkout'.

Once you've installed your preferred apps and enabled your chosen products for personalisation, you're ready to start selling personalised products in your store! Upon receiving an order, simply log into the Prodigi app, click 'orders', find the order marked as 'manual' from your order list and hit 'edit order item'. You'll then be able to replace the print image with the customised one and resize and reposition it as desired, before clicking 'submit order' to finish.