

Title (en)

METHOD OF MERGING ART PRODUCTION AND PREPRESS

Title (de)

VERFAHREN ZUM ZUSAMMENFÜHREN VON KUNSTPRODUKTION UND DRUCKVORBEREITUNG

Title (fr)

PROCEDE DE FUSION DE PRODUCTION D'ART ET DE PRE-PRESSE

Publication

EP 1842159 A2 20071010 (EN)

Application

EP 06718731 A 20060118

Priority

- US 2006001702 W 20060118
- US 64480405 P 20050118

Abstract (en)

[origin: WO2006078695A2] A web-based, interactive tool provides a method of linking marketing strategies to field sales and marketing. In particular, the web-based tool allows the coordination of marketing and promotional schedules, preferred design work and pricing information, among other things, to allow substantially on-demand printing of marketing and promotional materials. The web-based tool of the present invention further provides reporting capabilities regarding the production, costs, etc. regarding the promotional materials.

IPC 8 full level

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CPC (source: EP)

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Citation (search report)

See references of WO 2006078695A2

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Designated extension state (EPC)

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DOCDB simple family (publication)

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