# MARKETING REDEFINED



## DIGITAL INK

# Welcome to Digital Ink

Where creativity meets technology. Where print, software, and strategy align. Where brands evolve - powered by AI, data, and human imagination. This brochure introduces who we are, what we do, and why global print and software leaders choose to work with us.

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# Digital Ink Intelligent Creativity for the Print Industry

Digital Ink is a next-gen, AI-powered marketing collective built on Anglo-Arab creativity and global ambition. With more than 200 years of combined experience in print spanning personalisation, web-to-print software, workflow automation, and live events, we blend traditional expertise with cutting-edge innovation.

Rooted in the heart of the GCC and with teams across the US, UK, and mainland Europe, we reach audiences worldwide. We're more than marketers; we're brand architects. Our storytellers and strategists don't follow trends; we shape them.

From brand identity and strategy to social media, SEO, AEO and AI-powered campaigns, we deliver end-to-end solutions that elevate brands from every angle.

We harness artificial intelligence to make marketing smarter, faster, and more impactful. Through intelligent automation, data-led insights, and personalisation at scale, we unlock growth and sharpen our clients' competitive edge.

# Why Digital Ink

With over 250 years of collective experience across print production, SaaS software, automation, marketing, and events, Digital Ink doesn't just bring expertise - we bring the playbook. Whether you're aiming for bigger results or tackling tough challenges, we know how to make it happen. If our team doesn't have the answer, one of our global partners will. We're proud to have one of the strongest networks in the industry.

We bring together expertise across personalised print campaigns, web-to-print platforms, workflow automation, and live event solutions. We've built systems, redefined operations, and helped clients pivot quickly and confidently - blending legacy knowledge with modern tools to keep them ahead.

Our experience spans creative agencies, SaaS platforms, global print manufacturers, finishing specialists, and primary trade show organisers. If it involves print, production, or experiential marketing, we've likely improved it.

Whether you're streamlining processes, scaling production, or enhancing customer experience, we bring the insight and execution to deliver smarter, faster, and better.

# Experience That Speaks Volumes

## Deep Roots, Future Focus

From personalised print campaigns and sophisticated web-to-print platforms to end-to-end workflow automation and immersive live event solutions, we know the terrain. We've built systems, overhauled operations, and helped clients pivot to new models without missing a beat.

## Deep Expertise, Real Impact

Our team brings over two centuries of combined experience across print, tech, and creative. We've led projects at every scale - from global print rollouts to bespoke event activations. What sets us apart isn't just what we know - it's how we use it.

## Trusted by the Best

Our track record spans creative agencies, SaaS platforms, global print manufacturers, finishing specialists, and primary trade show organisers. If it touches print, production, or experiential marketing, chances are we've worked, fixed, or improved it.

## Your Goals, Our Mission

Whether you're aiming to streamline internal processes, scale production, or create standout customer experiences, we bring the insight and execution to make it happen smarter, faster, and more effectively.

# Partners Collaboration that Drives Growth

We work alongside some of the world's most innovative print, software, and automation brands to deliver scalable, measurable results.

PRINTGCC

FESPA MEMBER

SHE*T FOR BRAINS

PRINT ISLAND

X GROUP

PRINTING CONNECT ONLINE

ipia

smart elephant

Elitron
ROBOTIC CUTTING INTELLIGENCE

Significans® AUTOMATION

# Print On Demand & Professional Services Ignite Your POD

From strategy to storefront - a faster way to launch, optimise, and grow your print-on-demand platform.

You've already made the smart move by investing in web-to-print. But if your platform is still stuck in dev, costing too much to update, or failing to deliver ROI - that's where we come in. Through our Ignite Your POD framework, we help print businesses unlock the true value of their storefronts. We're platform-agnostic - Infigo, Pressero, EFI, Shopify, Magento, custom builds - it doesn't matter. What matters is getting it live, branded, and working.

Our team blends strategic planning, creative UX, and technical expertise to accelerate your launch, streamline client workflows, and reduce long-term dev costs. From audits and build support to automation, fulfilment strategy, and post-launch growth - we turn complexity into clarity.

**You don't need a new platform. Just a better plan.
Let's ignite your POD.**

# Marketing Services Creative That Converts, Strategy That Scales

## Branding & Strategy

From name to narrative, we build brands that resonate and perform - ensuring every visual, message, and moment aligns with your business goals.

## E-Commerce & Personalisation That Performs

We don't just plug into web-to-print platforms - we understand them inside out. Our team has worked with leading SaaS providers, integrating systems, optimising workflows, and designing campaigns that don't just look good - they deliver measurable results. We manage every stage: marketing that sparks demand, artwork capture, automated workflows, print fulfilment, and delivery.

## AI, Automation & Insights

We harness AI to make marketing smarter, faster, and more impactful - delivering automation that amplifies creative output and decision-making.

## Content & Campaigns

Our team creates data-driven, AI-assisted marketing campaigns designed to cut through the noise - combining storytelling with strategy to deliver measurable engagement.

## Trade Shows & Events That Deliver

We don't just show up - we power the entire experience. From pre-show marketing and lead generation to live programming and post-event engagement, our turnkey model drives meaningful results. We've delivered activations for FESPA, DSCOOP, and Middle East exhibitions - from concept to content, booth to broadcast.

## Let's Make It Seamless

With our end-to-end expertise, we deliver turnkey solutions that take you from brand conception and awareness all the way through to sales conversion and delivery. If you're ready for smarter workflows, sharper campaigns, and results you can measure - we're ready to build it with you.

# WHAT OUR CLIENTS SAY

"We saw our results triple and ROI back within months!"

"We didn't just get a campaign - we got a partner."

"Digital Ink took our web-to-print strategy from concept to conversion - faster than we imagined."

"Their understanding of automation and marketing in print is unmatched."
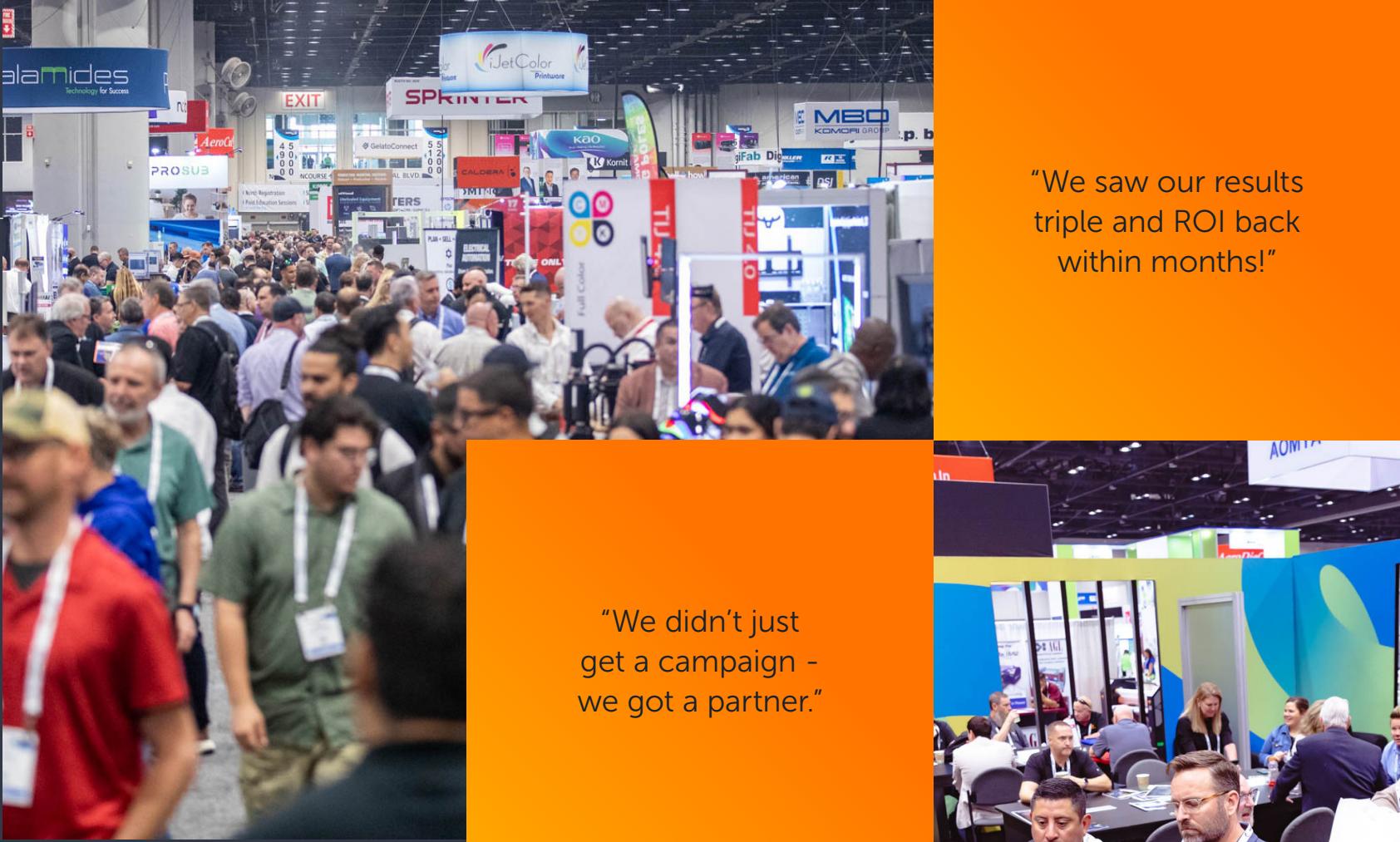
# SMART ELEPHANT

## INTEGRATED SOFTWARE SOLUTIONS & PROFESSIONAL SERVICES
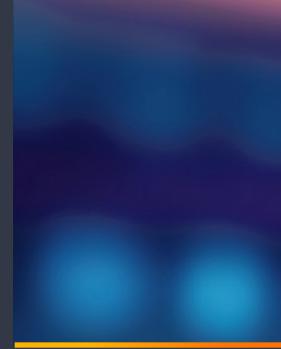
### BESPOKE AI AGENTS

- Created to operate independently to achieve a wide range of set goals through interacting with its environment and evolving over time.
- Reflex agents, model-based reflex agents, goal-based agents, utility-based agents, and learning agents.
- Flexable integration (chatbots, tools, system integration)
- Increase efficiency, reduce cost, enhance decision-making, improve customer experience, task automation and complex problem solving.

### MARKET RESEARCH COMPETITOR INSIGHTS

- Web scrapers
- Can scrape competitor prices, product data, anything publicly available and legal/ethical
- Cloud hosting to make automated, scheduled delivery
- Actionable data insights through dashboard, flexible delivery]

### W2P STOREFRONT CREATION / MIGRATION

- igo expertise
- Converting existing storefronts to Infigo
- Creating storefronts from scratch

### AI WORKFLOW AUTOMATION

- Resource management / optimisation
- Account managing, finance / SLA / performance reporting
- Boost efficiency, reduce turnaround times and overhead, saving money, time, and reducing error.

## DIGITAL INK

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## BESPOKE SOLUTIONS FOR UNIQUE BUSINESS CHALLENGES

- We will take on any project, big or small, challenge us to push boundaries and inspire innovation
- Bespoke software solutions for client needs

## ANALYTICS DASHBOARDS

- Bespoke live dashboards for a range of uses, or integrate data into existing dashboards like PowerBi or Zoho etc.
- Can be upsold for integration with other products

## APP DEVELOPMENT

- Full range of app development services
- App creation/optimisation
- SEO/Design/Marketing (Digital Ink)

## XAI FORECAST SOFTWARE (in progress)

- Analyses data characteristics and automatically selects the most suitable forecasting method for accurate predictions.
- Connects with external platforms for easy data integration.
- User friendly & scalable interface. No technical expertise needed.
- Explains rationale and confidence, interactive "what if" analysis
- Full end-to-end solution

## WEB DEVELOPMENT

- Full range of web development services
- Website creation/ optimisation
- SEO/Design/Marketing (Digital Ink!)

## SaaS AI GITHUB COPILOT AGENTS

- Localising AI inline completion assistants so data cannot be leaked.
- Used to create bespoke agents (previous slide)

# DIGITAL INK

Let's Build Something Brilliant Together.
Ready to scale, streamline, or start
something new? Let's talk.

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