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Customized Apparel Previews Cut Costs, Drive B2B Engagement

ROCHESTER, NY – August 6, 2014 – A provider of uniquely customized apparel merchandising solutions – including design, sourcing, and fulfillment – [Artisans, Inc.](#) found that the missing link in their supply chain was product visualization as high quality as the products themselves. [LiquidPixels](#) LiquiFire® Dynamic Imaging Solutions turned out to be the powerful tool they needed.

The retailer just launched a new platform enabling live previews of custom products during consultations. Because LiquiFire Dynamic Imaging Solutions works across platforms and devices, brand representatives can use the tool on-site with clients, on the road, or at the home office. Artisans CEO Michael Wright says, “As 21st century Artisans, this dynamic imaging solution is vital to our continued growth and success as a company.”

Artisans utilized LiquiFire Dynamic Imaging Solutions to revolutionize internal processes as well as enhance their visual merchandising. While much of the press around dynamic imaging focuses on B2C applications, the tremendous back-end benefits of the technology are available to any business with on-line imaging needs. In the custom product industry especially, adopting cutting-edge visualization tools is essential to staying ahead of competitors and earning customer trust.

For Artisans, the visual merchandising challenge was to provide a way for their sales team to show prospects their customized product instantly, while maintaining the high level of artistic quality around which their brand is centered. The advanced text handling and image colorization capabilities of LiquiFire enabled Artisans to provide photo-realistic previews of custom products on-demand.

By using LiquiFire Dynamic Imaging Solutions to generate art proofs directly from the online custom product image, Artisans is leveraging their online imaging solution to shorten delivery time and reduce product returns. Additionally, this resource-saving step ensures fidelity to the pre-production product design, increasing customer satisfaction. For now, Artisans is deploying dynamic imaging internally only; however, they are already thinking of ways it could be extended out in the future to benefit their customers’ end users, too.

LiquidPixels CEO Steve Kristy says the Artisans implementation stands out among fourteen years of his company’s [e-commerce applications](#). “Artisans is using LiquiFire Dynamic Imaging to support products being customized with a very high level of artistic design and craftsmanship. I’m pleased to see our technology relieving, for them, exactly the kinds of business pressures we founded LiquidPixels to solve:



freeing creative resources for high-value work, visualizing one-of-a-kind products online at the moment it's required, and making internal processes both more efficient and more effective.”

About Artisans, Inc.

Located in Glen Flora, Wisconsin, Artisans Inc. is a premiere, US based, producer of outdoor, resort and casual wear apparel developing legacy quality products for over 50 years. As 21st century artisans from the new rural America the company leverages technology, seasoned craftsmanship and unrivaled customer service in support of the brand promises of its large base of customers. From 5 star resorts to foundations and organizations making a difference in conservation and habitat preservation the company delivers garments that give wearers a long-lasting brand experience. Find out more at ArtisansInc.com.

About LiquidPixels

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. Find out more at LiquidPixels.com.

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