

# How Printhouse Built a Reliable Online Printing & Shipping Service for Artists



## Company

Printhouse is a digital service that helps artists sell their art. Users upload their artworks to the platform, and then Printhouse handles the rest: printing and shipping to the customers worldwide.

## Challenge

Since file uploading is an essential part of the platform, Printhouse required a reliable file uploading infrastructure to accept and manage files easily.

## Results

Uploadcare smoothly uploads artworks, which are mostly large files in high resolution, without a drop in DPI. This results in an excellent quality of printing for Printhouse users.


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# About Printhouse

 **printhouse.io** is a print-on-demand and drop-shipping service for artists, photographers, and digital illustrators. In fact, they function as a back-office for artists, taking the administrative burden off their shoulders.

To sell their art, users upload digital copies of it to Printhouse and connect the ecommerce platforms they use (like Shopify or Gumroad). After that, Printhouse takes care of the printing, white labeling, worldwide shipping, and any problems related to refunds. As of today, Printhouse has over 600 paying customers.

— Our business is built around getting rid of the headaches of artists, photographers, and painters. We're giving them more time. Rather than spend three, four, or five hours a day just taking care of orders, they can spend that time doing what they do: painting and taking photos.



**Jorge Vargas,**  
CEO of Printhouse

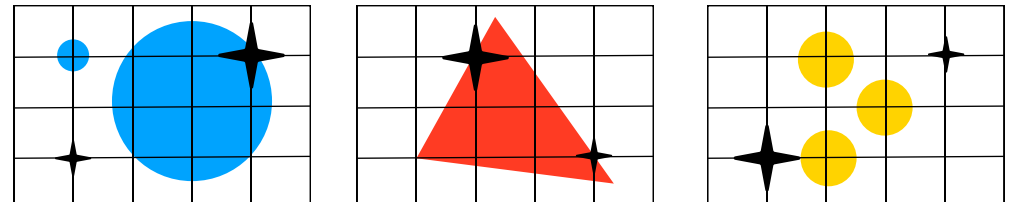
# Challenge: Maintaining the highest quality of printing and security

As a printing service for artists, Printhouse needed a file uploading solution that would take into account the specifics of their business. The key thing is, Printhouse deals with high-resolution high-quality artworks. To get quality prints, an image should have a high DPI, the number of dots per inch that a printer will use. The higher the DPI is, the more it adds to the file size.

Most file uploading solutions on the market are designed to reduce file size during uploading to save space, but that's unacceptable for a printing service. So, the challenge was to find a file uploader that would accept large files fast without affecting the quality.

The second challenge was to provide a high security level to ensure that the original files wouldn't get lost, stolen, or vandalized.

Building such a functional and reliable solution in-house would've taken too much time and human resources, so the team decided to opt for a third-party solution and bring their product to market faster.



— Pretty much anyone new to software development might say, “Oh, I can build something that uploads files in a couple of hours.” But we have already been through all the pains of building it for another big project. When we started this project, we were like, “No, that’s a complex problem. Let’s hire someone that knows how to solve it.”



**Jorge Vargas,**  
CEO of Printhouse

# Goal: Find a ready-made file uploading solution that meets e-printing demands

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Printhouse was looking for solution that would help them to:

## 1 — Automate file handling process

The team needed an all-in-one file upload infrastructure to accept files from users, keep them safe in a reliable storage, and easily share them with a third-party printing service. They wanted to completely automate the file-handling process.

## 3 — Secure uploads and data

Printhouse needed a reliable partner that would guarantee stability, availability, and proper performance. Also, they required secure storage so not a single file would slip through the cracks.

## 2 — Preserve high-quality source files

To produce quality prints, an image needs to have 150 DPI. That's why the Printhouse team was looking for a file uploading solution that could handle large files fast and wouldn't affect the quality of the images.

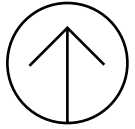
## 4 — Give clients a user-friendly interface

To retain customers, the platform needed to provide the best possible experience, and be fast and easy to use. The third-party uploading service needed to contribute to the platform's CX quality, not harm it.



# **Solution:** File uploading infrastructure by Uploadcare

Uploadcare met all their requirements and proposed flexible pricing terms, so Printhouse integrated the solution. This streamlined their file handling pipeline from start to finish.



# Easy and intuitive uploading process

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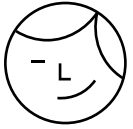
After a quick integration, Printhouse got a ready-made file uploader. They customized the appearance of the widget to fit their simple website design.

Also, they adjusted the functionality to make it as easy to use as possible: they enabled drag & drop, chose only the most necessary upload source and removed the rest, and allowed uploading multiple files in one go.

— We could have coded our own upload widget, but the fact that your product was already out there and working and we knew you would not give us any problems was the main reason why we went with you guys.



**Jorge Vargas,**  
CEO of Printhouse



# Hassle-free file management

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Since they were working with a third-party printing company, the Printhouse team needed a way to share uploaded files with them quickly and easily.

With Uploadcare, every file uploaded by a user automatically gets a CDN URL, so file sharing doesn't involve any additional steps like downloading or uploading to other services. All they need to do is to copy and paste the link.

— We like Uploadcare because it's easy to upload files, and the API is quite user friendly from a development standpoint. We use a third party to print the files, and with Uploadcare URLs, it's easy for them to get the files and print them. It's easy all the way.



**Jorge Vargas,**  
CEO of Printhouse



# Smart storage that scales automatically

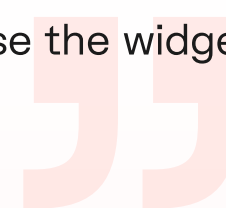
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Printhouse doesn't have to worry about finding reliable storage as well as maintaining it over time. Once uploaded, all files are stored securely in cloud storage provided by Uploadcare.

Everything works out of the box and doesn't require any configurations—Uploadcare automatically scales the infrastructure as the customer base and the number of uploads grows.

— The main advantage is that Uploadcare handles all the storage and everything that's involved in that infrastructure, we don't have to deal with that. All we have to do is use the widget and the links with the files.



**Jorge Vargas,**  
CEO of Printhouse

# Results: All challenges are handled with one tool

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Uploadcare covered all the aspects of the file handling process, allowing Printhouse's in-house engineers to focus on the other crucial features of the product. The value that Uploadcare brought to the business appeared to be higher than its cost.

— Uploadcare just takes a lot of the headaches of the day-to-day of running the product away from us. We don't have to deal with problems with files that get lost or problems with lack of space. We know how complex the problem is, and Uploadcare solves it for us at a decent price.



**Jorge Vargas,**  
CEO of Printhouse



# Excellent printing quality

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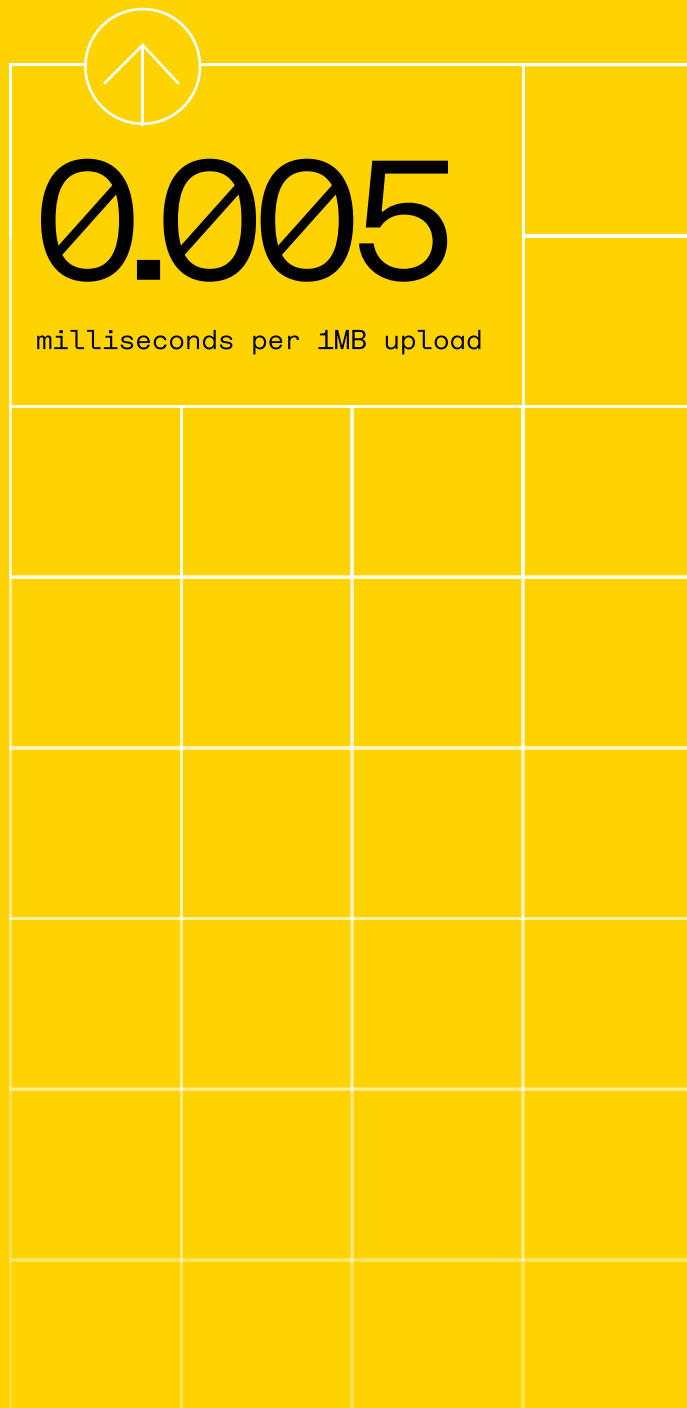
Uploadcare doesn't affect the characteristics of photos during uploading, and there's no drop in DPI, unless you enable automated shrinking in the settings.

Even if you implement some manipulations with uploaded photos, you can always restore the originals. This allows Printhouse to deliver an excellent quality of printing, and there's no chance for the original artworks to be ruined or lost.

— The advantage that Uploadcare gives us is that it doesn't change the resolution of the image or the size of the image, which is the most important part of printing it right.



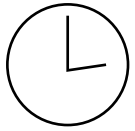
**Maria Santana,**  
Head Brand Manager at Printhouse



## Large files are fetched in a matter of milliseconds

Uploadcare File Uploader allows artists from anywhere in the world to upload large files in high resolution without facing any performance issues. According to Uploadcare's clients' statistics, **a 1 MB photo is uploaded in 0.005 milliseconds** on average. That means it never wastes the user's time or bandwidth.

Bearing in mind that users usually need to process multiple orders at once, this saves them a noticeable amount of time and improves their experience on the platform.



# Uploads happen like clockwork 24/7

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The Printhouse team strives to completely automate the processes on their platform. Uploadcare contributed to this goal by providing a stable file uploading service covered by an SLA and 99.99% uptime.

As of today, 90% of orders go through the system in a 100% automatic way with no humans involved. The remaining 10% are usually related to issues like missing shipping addresses or other data.

— Since we work worldwide, some of our customers come to our platform during times when we're not around. It is extremely important that they can upload their files without any problem. We luckily have not had any big issues with your platform that we couldn't fix quickly. That aspect is really important and I think you guys have nailed that.

**Juan Rios,**  
Customer Service Manager at Printhouse



# Uploads are completely safe

By integrating Uploadcare, the Printhouse team got an uploading service that has already covered data encryption, access control, backups, compliance, and more to ensure that the users' original files are **100% safe**.

# About Uploadcare

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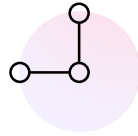
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Uploadcare is a complete file handling solution for websites and apps. It can cover any part of the media pipeline or all of them at once:



## Uploading

A no-code friendly File Uploader paired with a rich Upload API to easily set up accepting files.



## Processing

A powerful processing engine enables cropping, resizing and enhancing media on the fly.



## Delivery

Fully automated responsive images<sup>®</sup> are instantly delivered via 325,000+ servers.

# Get a competitive edge with Uploadcare

Uploadcare 

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