Customer's Canvas

Case Study: Chameleon Like

From preflight to approval: how Chameleon Like streamlined B2B orders with Customer's Canvas

The idea: Simplify the ordering process for B2B customers

Chameleon Like, a U.S.-based manufacturer of bespoke promotional and packaging products focused on the B2B market. They launched Chameleon Express, a Shopify-based online store, to provide distributors and resellers with an easy-to-use preflight and design approval solution.

The company's core objective was to streamline the online ordering process, making it as handy and speedy as possible, without the need for direct assistance from sales personnel.

chameleon LIKE INC.

Chameleon Like is an American supplier of branded promotional products, including custom journals, accessories and packaging, with over 20 years' experience in the industry.

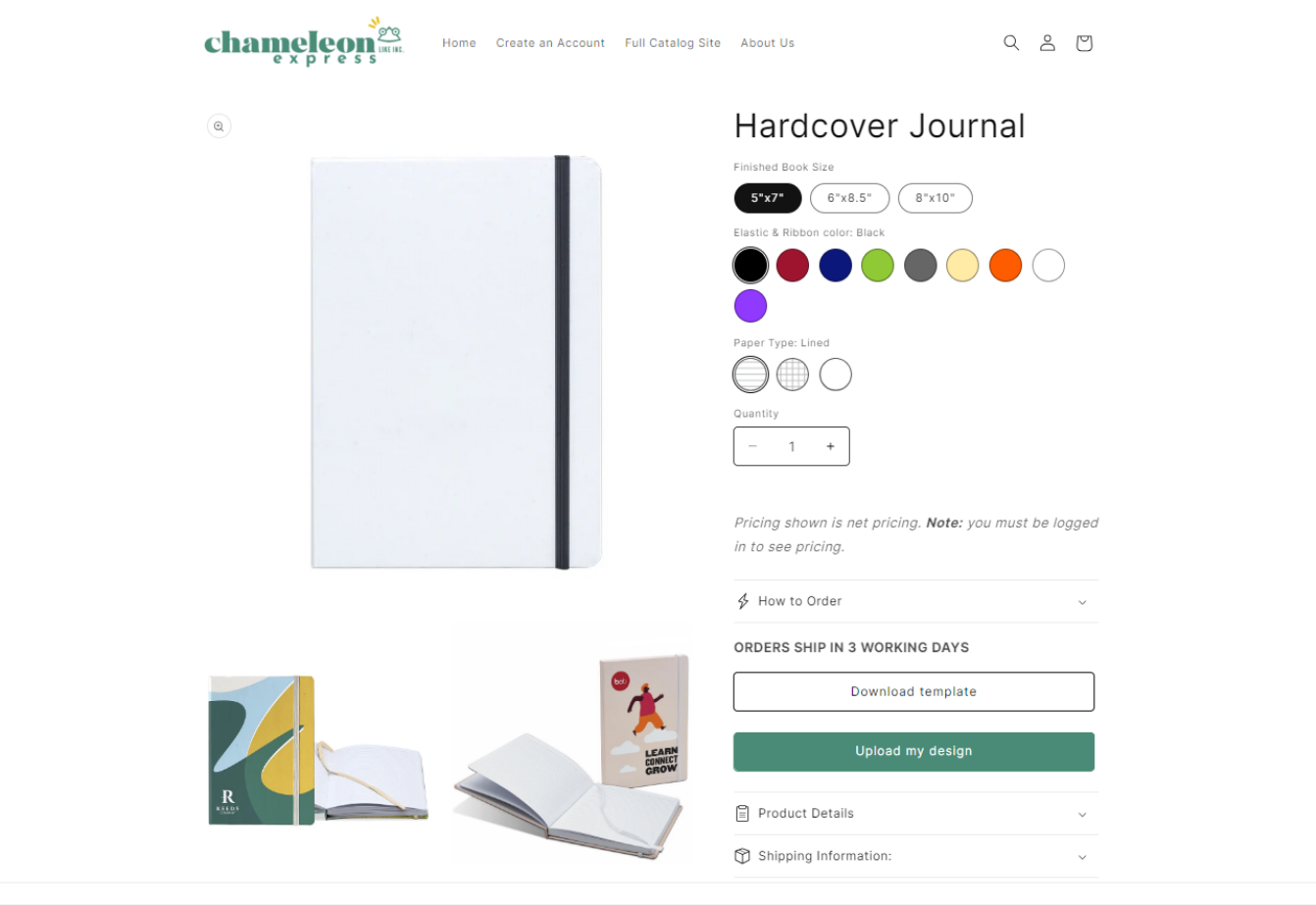
The challenge: Seeking for a best-of-breed web-to-print solution for Shopify Plus integration

To ensure the project's success, it was essential that the selected w2p platform satisfied the following criteria:

- Seamless integration with the Shopify Plus storefront and its pricing module.
- Easy to handle admin tool for backend product setup.
- Ability to download template AI files directly from the product page.
- Easy-to-use preflight tool to validate design files.
- Realistic preview rendering and proof file download capability at the approval page.

The solution: Preflight tool with proof image download capability

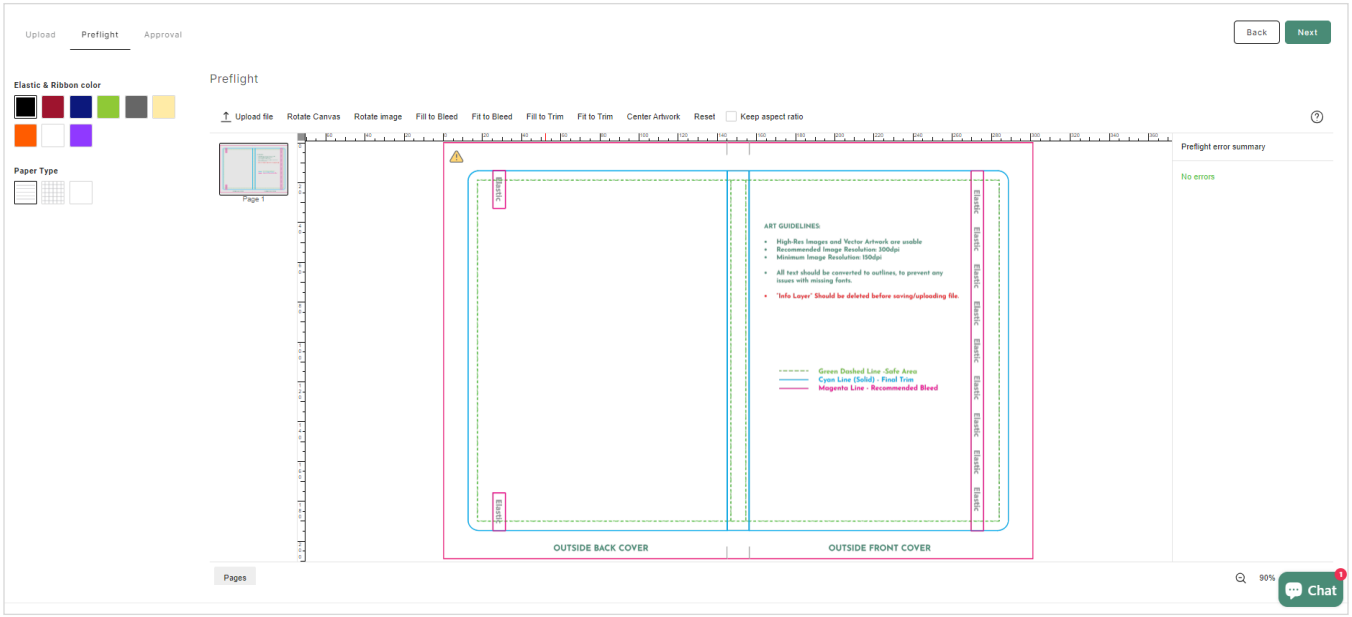
In line with the initial phase of Customer's Canvas solution implementation, the company decided to introduce an online ordering function for custom journals, and then to expand the catalogue of products in due course.



Product page on the Chameleon Express website

The implemented workflow for journals customization guides customers through:

- Selection of product options.
- Downloading the AI template in the selected size.
- Uploading the finished artwork using preflight tools.
- Getting the proof file and realistic mockups and being able to download them.
- Approving the final design and placing an order.



Preflight tool for uploading cover designs

The ability to reorder a product with a previously uploaded design is highly regarded by regular customers, who perceive it as a convenient and valuable addition to the service.

As part of our tailored implementation, we configured three products, each with multiple customization options. To accelerate the launch, the company received comprehensive guidelines and templates, empowering their design team to craft appealing visuals and mockups for an immediate start.

The results: Speedy and hassle-free ordering experience

The integration of Customer's Canvas into Chameleon Like's B2B storefront, Chameleon Express, has redefined the ordering experience for B2B customers. By implementing a seamless, user-friendly workflow that allows customers to upload, proof, and approve designs independently, Chameleon Like has made the ordering process faster, more reliable, and free from the need for sales team support.

The preflight tools have helped minimize errors and delays, enabling Chameleon Like to deliver a smoother, more efficient service to their clients. This successful collaboration highlights how a well-crafted, web-to-print solution can enhance customer satisfaction while empowering a business to scale and innovate.

Useful links

Chameleon Express website

Hardcover journal product page

Customer's Canvas blog

Contact us