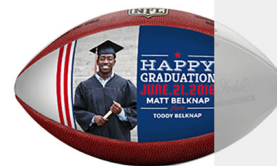# WITH SPECTRUM, EVERYONE'S A PRODUCT DESIGNER.

When you offer the ability to create custom products, it boosts revenue, drives user engagement and helps turn ordinary customers into brand fanatics. The future is custom. Spectrum takes you there today.

On average, custom products created with Spectrum generate a 400% greater conversion rate than similar stock items.

CUSTOM   STOCK

WHY CUSTOM PRODUCTS?
What can customization do for your brand? Here's a collective measurement of what it's meant for the brands using Spectrum:

- **SALES:** Up 400% (Custom SKU vs. stock SKU of same product)
- **BOUNCE RATE:** Down 50%
- **TIME ON SITE:** Up 500%
- **AGE OF AVERAGE USER:** Down 20%
- **MARGIN:** Up 20-35%

NOT ALL CUSTOM IS THE SAME.
Here are just some of the areas where Spectrum stands apart from other customization solutions:

VISUALIZATION
Spectrum with WebGL technology delivers an unmatched user experience. 360-degree 3D product visualization lets users see their creation with true-to-life color, texture, scale and fit. Spectrum clients using WebGL have experienced a 30% higher conversion rate vs. traditional 2D experiences.

USER EXPERIENCE
Why settle for a generic, cookie-cutter experience? We work with your brand team to create an experience that's truly unique to your brand and aligned with your personality and brand pillars.
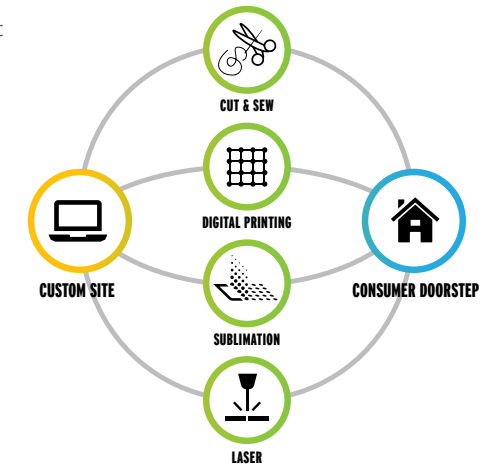
FACTORY INTEGRATION
Our dedicated factory integration specialists collaborate with brand ERP, manufacturing and business analysts to guarantee a successful launch. Starting at the planning phase, we make the implementation process seamless at every level.

PRINTING
The Spectrum platform is built to handle the demands of a wide variety of product categories and printing techniques. Whether you're in apparel, footwear or hard goods, our team is expert at configuring factory printers so that the custom product your user receives is true to what they saw on their screen.

CUT & SEW
DIGITAL PRINTING
CUSTOM SITE
CONSUMER DOORSTEP
SUBLIMATION
LASER

READY TO LEARN MORE? We make it easy to get started. Contact us today and see why Spectrum is the new standard for product customization.

SPECTRUM
PRODUCT CUSTOMIZATION PLATFORM

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FROM DESIGN THROUGH FACTORY INTEGRATION,

THE ONLY END-TO-END SOLUTION FOR PRODUCT CUSTOMIZATION.