



# Taopix and prInternet announce partnership @Graph Expo

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For immediate release

Newcastle upon Tyne, United Kingdom and Chicago, United States

prInternet, Inc, a provider of print workflow and MIS solutions and Taopix, manufacturer of the world's leading photobook and gift software platform, announced a strategic alliance, today.

prInternet CEO, John Lacagnina explained, "Both prInternet and Taopix offer true turnkey and customizable solutions. Through this partnership, we can provide clients of Taopix and prInternet the ability to leverage the leading photo gift software platform, coupled with the most automated, and scalable, Information Driven Automation workflow solution in the industry, today."

James Gray, CEO of Taopix, commented, "Our aim has always been to give our business users complete control of their software platform, so we're open to creating synergies with partners who have solutions that will be of benefit to our customers. Whilst we do offer our own Taopix Production module, often customers want to add another level of flexibility and automation to their production workflow. Offering our customers the opportunity to integrate with a powerful third party system, such as prInternet's Information Driven Automation Process, allows us to provide an advanced level of automation and flexibility that we believe could really benefit customers who're delivering personalised photo gifts at mass volumes."

For those interested in learning more about the partnership and the potential solutions available, you can find both prInternet and Taopix at this year's Graph Expo Show in Chicago's McCormick Place from September 28 – October 1<sup>st</sup>. prInternet will be exhibiting in Booth 253 at Graph Expo, while Taopix can be found in Booth 237.

PrInternet, Inc. (a wholly –owned subsidiary of SoftPrint Holdings, Inc.) is based in Rochester, NY and provides workflow and MIS to printers around the world. prInternet, Inc, is a provider of print workflow and MIS provider with both Software as a Service (SaaS) and Client/Server solutions.

Taopix Limited is a privately owned company based in Newcastle upon Tyne, in the UK, with offices worldwide. Taopix photo gift software platforms offer designer tools (via mobile, tablet, desktop and download applications), product creation, ecommerce, production and more with a global customer base of over 2,000 storefronts.

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