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Membership network for
the Nordic graphic industry

The industry veteran will make it easier to order printed matter

Patrik Knutsson, former co-founder of CopyCat, left the company some time ago after 25 years. But the visions for the graphic industry are still great. Media Monitor has had a chat with Knutsson about his new life project.

- Yes, after a "whole life" in the graphic industry, I modestly believe that I have an idea that can strengthen the industry and not least the independence of printers, says Knutsson, who is in the process of building up the Print.Page® portal, a kind of "Foodora solution" for the graphic industry.

According to Knutsson, there are currently no open multi-vendor marketplaces where you can order printed matter directly from the printers.

- There are a number of closed API platforms, such as Gelato, HelloPrint, Cloudprinter etc. What they all have in common is that the printers become a subcontractor who neither sees nor decides the price themselves. Print.Page® is an open marketplace where buyers of printed matter should be able to buy directly from the printers, explains Knutsson.

The business model behind the concept is in line with other SaaS companies (Software as a Service), where the software (Print.Page®) is licensed out to the users (the printing companies) in the form of a monthly subscription fee. In addition, the printers pay a one-off fee per product posted on the portal.

- Print.Page® is to be a completely open and international service, where the buyer of printed matter gets to know which printing house will be responsible for the production. The payment itself will also go directly from the buyer to the printer, and the price will be visible, Knutsson explains.

Looking for printers who "want to increase sales"

Knutsson hopes as many printers as possible will register in the portal and take part in the new service.

The founder is now working on setting up a product library which will consist of printed materials suitable for online ordering.

- The graphic industry is not a standardized and simple industry. There are many jobs that are not suitable for ordering online, but I believe that a good number of products can be ordered more easily than is the case today, says Knutsson.

B2B customers are the target group

Print.Page® is aimed at buyers of printed matter in the B2B segment. Neither the private market nor printers who want to

expand their portfolio with products from other printers see Knutsson as relevant customers on their platform in the first instance. The focus is to build volume on existing production capacity.

- I hope Print.Page® can be of help to the industry. The idea is that with the help of my portal it will be easier to digitize certain products. Especially for smaller players, the digitization process can be very resource-intensive, Knutsson points out.

Is Google a competitor already today, most things are just a "googling" away?

- No, not necessarily a competitor. But search services are an important first step for many buyers, so you should also find Print.Page® here. But you have to remember that there is an enormous amount of information on the internet, and a sea of players. Therefore, there is a need for collected and structured information within one and the same industry, in one place. I am convinced that there is a need for a portal where the purchase of printed matter is made easier, where you can put buyers of printed matter in direct contact with the nearest print shop, says Knutsson.

Local and environmentally friendly production is also very important to Knutsson, who points out that the aim is for all production to take place in the country where the printed material is to be used.



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Mobile web-version showing
structure for folded products
at <https://print.page>

