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EFI MarketDirect StoreFront Now Handles Rentals and Reservations for Events and Exhibitions

FREMONT, Calif., June 16, 2021 – A brand-new Rentals and Reservations module for EFI™ [MarketDirect StoreFront](#) web-to-print software from [Electronics For Imaging](#), Inc. helps print businesses, marketing service providers and other organizations manage resources, assets and products in inventory and rent them out for events and exhibitions. This first-of-its-kind print eCommerce innovation gives users the ability to define an event, its dates and location, then identify which products are available for that time – providing cost by the hour, day or month – and check out, securing the resources from the print provider.

Overall, the new solution makes it easier than ever for print businesses to adopt rental activities as a new profit center. Early users, such as Canonsburg, Pa.-based commercial print business [Heeter](#), are using the new module to create new business opportunities.

“The rental feature allows us to offer additional value and convenience for our customers,” said Kayla Frost, project manager at Heeter. “It makes managing rentals and trade show materials much less of a manual process.”

The new module adds even more utility to one of the print industry’s leading web-to-print and eCommerce platforms, helping companies better monetize assets and resources they have available for events.

With the MarketDirect StoreFront Rentals and Reservations module, users can define product parameters, specifications and options as well as pricing and warehouse locations. The solution manages availability and schedules rental reservations, plus it accounts for handling and shipping periods, producing a return shipping label to expedite turnaround. MarketDirect StoreFront in turn handles return and restocking of rented products back into inventory in the correct location.

The newly available module addresses a re-emerging need for graphics and marketing support for tradeshow, conferences and other events. It also follows an accelerated schedule of enhancements to the award-winning MarketDirect StoreFront platform, including:

- AutoEngage – an abandoned shopping cart feature that drives increased engagement and transaction completion rates;
- [MarketDirect Fulfillment](#), a modular and flexible inventory management and warehousing solution that helps printers quickly and easily build and manage fulfillment tasks for their clients; and
- Google® Tag Manager and Analytics tools that make measuring web to print performance easier than ever.

The Rentals and Reservations module is available immediately as a component of the MarketDirect Fulfillment solution for existing or new MarketDirect StoreFront customers.

Printing and packaging professionals across the globe rely on EFI's portfolio of workflow products to manage their businesses and become more streamlined, efficient, informed and profitable. For more information about EFI MarketDirect StoreFront and other products and services from EFI, visit www.efi.com.

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging. We are passionate about fueling customer success with products that increase competitiveness and boost productivity. To do that, we develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, building materials and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process. (www.efi.com)

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