



MarketSplash by HP

Overview

[MarketSplash by HP](#) is a one-stop, web-based shop that provides small businesses some of the industry's lowest prices and fastest delivery times for brand marketing services such as professional-quality design and print fulfillment. MarketSplash by HP is an expansion of Logoworks by HP's custom design services, and now also provides small businesses with premium do-it-yourself (DIY) tools that leverage Logoworks professional design expertise.

Award-winning design at a fraction of the cost

MarketSplash by HP provides small businesses with premium DIY online templates and custom design offerings for a wide range of marketing products and services – from business cards, stationery, postcards, logos and website design to one-on-one brand design consultation.

Customers also have the convenience of choosing between several convenient print fulfillment options: When completing an order online, customers can print from their own printer, receive their order via mail delivery, or pick it up at any Staples retail store in the United States.⁽¹⁾

MarketSplash's award-winning designers have built an expansive library of DIY tools to create some of the most compelling designs and templates available in the market today. Unlike rigid wizard-based solutions, at the core of the MarketSplash DIY experience is intuitive editing technology that offers small businesses flexibility during the creation process. Customers have the freedom to create materials quickly in one sitting or may choose to fine-tune their projects over time.

DIY tools and resources include:

- Logos
- Business cards
- Letterheads
- Envelopes
- Appointment cards
- Mailing labels
- Postcards
- Website design templates
- Stamps

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- Search engine optimization (SEO) capabilities and web hosting

Customers who prefer one-on-one assistance can take advantage of MarketSplash's custom design consultation services. MarketSplash has one of the industry's largest networks of design and brand experts, delivering one-of-a-kind projects at unprecedented low prices with a fast turnaround.

Professional custom services include:

- Design consulting
- Logos
- Business cards
- Letterhead
- Envelopes
- Website designs
- Direct mail materials
- Blog designs
- Brochures
- Promotional products
- SEO capabilities and web hosting

Licensing opportunities for retail partners

The MarketSplash platform and application can be [licensed to retailers](#) for co-branding, allowing them to offer MarketSplash design and print services directly to their customers. The interactive web pages that deliver MarketSplash tools were designed to easily transform and adopt the co-branding of a retailer's website. This capability was built into MarketSplash to help drive digital printing opportunities for retail partners to further grow their business.

More information about MarketSplash by HP is available at www.marketsplash.com.

⁽¹⁾ Retail pick-up option available for MarketSplash business cards initially. Retail pick-up option will be expanded to other products in FY09.

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