PERSONALIZATION IN E-COMMERCE

How does the automated ordering process work with Gravotech solutions?

GRAVOTECH
by BRADY

Order automation is based on a consistent chain of operations between the website, the software, and the machine, ensuring smooth and reliable production with both laser and mechanical machines.

1

Online personalization by the customer

The consumer personalize their product directly on the website or application.

2

Data storage

Personalization data is stored in the business' ERP system, which then generates the necessary files.

3

Preparation of slips

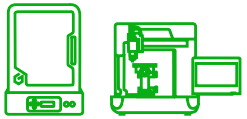
Barcodes are created from the order and customization data.

4

Integration and processing

The files are uploaded to Gravostyle™, which converts them for engraving.

5



Machine operations

The operator scans the barcode. The Gravostyle™ software reads the data and integrates automatically the text and font. After previewing, the operator places the product and starts engraving by following the instructions on Gravostyle™.

6

Final customization

The operator launches the engraving on the machine when all the steps are complete. The product is then customized.

Need more information?

Contact a Gravotech expert

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Learn more about the process in our dedicated video.

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