Woodsnap Carves Out a Sweet Spot with 3dcart - Enjoys 50% Monthly Growth

WoodSnap (www.woodsnap.com) takes your greatest photo memories and prints them directly on beautiful wood canvases, bringing the grain of the wood through the photo. Located in Southern California, the company specializes in the complicated science of direct print on wood. Both commercial and trade-only customers have direct access to discount wood printing pricing.

Business Partners Use Custom Apparel Experience to Shape Big Idea

Mike Lastrina and Ricky Anderson were creating custom apparel for companies like Disney and MTV when they were struck with their own business idea. Just a few months later, that idea would start to pay off in a big way.

“We wanted to find a new medium for our professional printing services that could make a sleek, customizable product,” Mike recalls. “Wood fit the bill for us, so we did some experimentation and found a process for printing on wood that mimics screen-printing.”

To accomplish designs on wood, the pair use a process that takes digital photos and embeds the print into the wood. From this process was born the concept for Woodsnap. The company prints custom designs for customers on wood canvases and turns them into wall art.

Prior to starting Woodsnap, Mike and Ricky worked on a contract basis with companies. To leverage their idea for a consumer audience, the duo would take their first step into the world of ecommerce.

After a detailed search, Mike had narrowed down the field. “At first, we wanted to go with Magento,” he says. “But then we really considered how bulky and expensive it is and it seemed less and less like the right solution. It just wasn’t a good fit for a new business like ours.”

To drive the new ecommerce business, Mike and Ricky required a platform that was easy-to-use, affordable and comprehensive. When they came across 3dcart, they found a match.

Engraining the Right Shopping Cart Software Solution

3dcart, a comprehensive ecommerce software suite, was the perfect platform for Woodsnap’s unique business idea. “The software packs quite a punch considering how affordable it is, offering flexibility and scalability that has helped us handle our growth,” Mike said.
Beyond affordability, three crucial aspects played into Mike’s decision to get started with 3dcart.

**A Feature-Rich Solution**
To ensure they had the tools necessary to supplement growth, Mike and Ricky chose a solution that had plenty of features, including some of the newest ecommerce functionality on the market.

**Sleek Design Templates**
To save money on a professional designer, Woodsnap would benefit from great design template options, one of which they chose and customized using their own design skills.

**A Built-In Image Uploader**
To help potential customers visualize their own designs and understand Woodsnap’s printing capabilities, Mike wanted a built-in image uploader, a feature that 3dcart delivers on.

The business got running with 3dcart and soon saw rapid growth. In fact, Mike says that Woodsnap sees a consistent 50 percent sales increase every month. “We decided to give it a shot and it just exploded,” he elaborates. “In addition to consumer purchases, we already have several big contracts in the works.”

Mike attributes much of the company’s wholesale success to how easy 3dcart makes designating wholesale and retail buyers. “We can give coupon codes to our wholesale customer base to help us differentiate them from retail shoppers and track everything,” he explains.

Besides the features that first attracted Woodsnap to 3dcart, Mike cites the backend ease-of-use and the built-in customer relationship manager (CRM) as two features that have come in very handy for the company.

Marketing tools built into the 3dcart suite align themselves with the company’s focus on social outreach. Woodsnap uses Facebook Connect to help ease the sign up and sign in process, while access to metatags and other SEO elements helps improve the site’s search presence.

Efficiency doesn’t stop there; Woodsnap uses FedEx exclusively for shipping, and 3dcart’s integration with the delivery company simplifies order management. “Basically, 3dcart has the tools a small business needs to encourage growth and do it in a scalable way,” Mike says.

**About 3dcart**
3dcart (http://www.3dcart.com), located in Tamarac, Florida, is a complete ecommerce software solution for merchants to build, promote and grow their online business. The company’s services include the tools, advice, support, and technology to manage an entire online operation. Since 1997, 3DCart has been developing internet solutions for small to medium size businesses. Today, 3dcart is an Inc. 5000 company, a Visa PCI Certified provided and a pioneer in Mobile Commerce and Social Marketing.