masterpiece AI by Printbox

CASE STUDY

THREE CASES · ONE PLATFORM

Your customers are uploading photos. *Most POD businesses do nothing with them.*

Masterpiece AI changes that - turning any photo into a print-ready product, automatically, without a designer involved. **Here's how three different businesses found their path to growth.**

WHAT'S INSIDE

01
Photo to Product, At Scale
NextGen Paws · Australia

02
AI in a Legacy Brand
Premium Photo Brand · Scandinavia

03
A Category That Didn't Exist
AI Coloring Books

01 PHOTO → PRODUCT, AT SCALE

A manual design process broke during Black Friday.

NextGen Paws · Pet portraits · Australia



THE PROBLEM

A manual design process - **15 minutes per file**, two people per order, multi-day proof cycles. During Black Friday, 500 orders meant days of backlog. **Scaling was impossible.**

WHAT CHANGED

Masterpiece AI **image-to-image** replaced the entire design workflow. Customer uploads a photo, selects a style, AI generates a print-ready file in 25 seconds. No designer. No proof cycle. No waiting.

PRODUCTION TIME — PER FILE

15 min → 25 sec | **97%** FASTER

25% PEAK DAY EDITOR-TO-PURCHASE CVR

28.6% CART-TO-PURCHASE RATE

$89 AOV (AUD)

+72% WK 2 VS WK 1 ORDERS

86.2% TRY MULTIPLE STYLES

> *"I searched globally and found no comparable direct AI editor. That uniqueness gave me the confidence to invest in building an entirely new brand around Masterpiece AI."*
>
> FOUNDER, NEXTGEN PAWS

→ When customers create, they buy.

SEE HOW IMG2IMG WORKS →

02 WHEN AI HAS TO EARN ITS PLACE

A 40-year-old brand doesn't add tech lightly.

Premium Photo Brand · Scandinavia



THE PROBLEM

A premium Scandinavian photo brand doesn't add technology lightly. Their audience is older, their aesthetic is minimalist, their standard is high. **Generic AI outputs would break decades of brand positioning overnight.**

WHAT CHANGED

Masterpiece AI was implemented as a **curated experience - not a generic tool**. 100 premium art templates built specifically to the brand's visual standard, available ready-to-order or fully editable. Intuitive enough for a less tech-savvy audience. Consistent enough for a brand built on craft.

100
PREMIUM TEMPLATES

40yr
BRAND LEGACY PRESERVED

CURATED, NOT GENERIC

Templates built to the brand's visual standard - not adapted to it.

- Ready-to-order
- Fully editable
- Brand-consistent



THE RESULT

01
New AI category launched
without disrupting brand identity

02
Premium templates built to spec
not adapted from a generic library

03
Friction-free engagement
from a design-conscious audience

→ **If AI fits here, it fits anywhere.**

HOW AI ADAPTS TO YOUR BRAND →

03 A CATEGORY THAT DIDN'T EXIST LAST YEAR

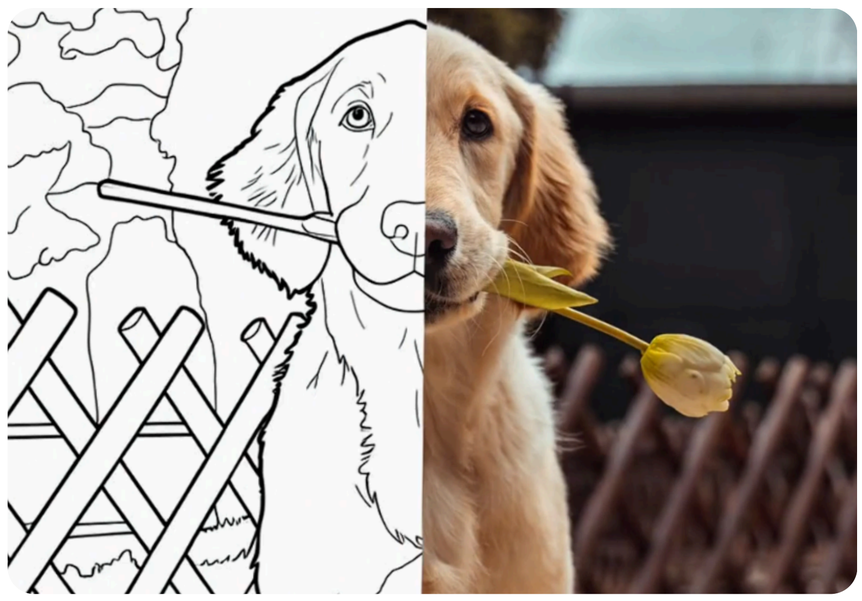
One upload opens a new category.

AI Coloring Books · A new product line built from a single photo

THE MECHANIC

A customer uploads a photo. Masterpiece AI transforms it into a clean, print-ready line drawing. **One upload.** A product your store doesn't offer yet - but your competitors will.

The market is broader than you'd expect: families, schools, therapy programmes, senior care homes, corporate gifting. Adult coloring is one of the fastest-growing wellness segments globally - forecast to be part of a **$2.4 trillion market by 2028.**



COME WITH A VISION. WE'LL BUILD IT WITH YOU.

Format · Audience · Branding → Shaped around your idea.

> The question isn't who wants a coloring book.
> It's who's offering it - right now.

Let's talk about your idea

Ready to see what Masterpiece AI can do for your products? We'll show you with your products, not ours.

Book a demo →