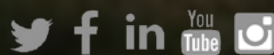


PDFMarkz is released!

Multi-page PDFs to:

- Adobe InDesign
- QuarkXPress
- Affinity Publisher
- IDML and more!



SOFTWARE FOR INDESIGN USERS, GRAPHIC DESIGNERS, PREPRESS AND MORE.



MARKZWARE.COM

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PDFMarkz

Preview, export and convert PDF files



Overview

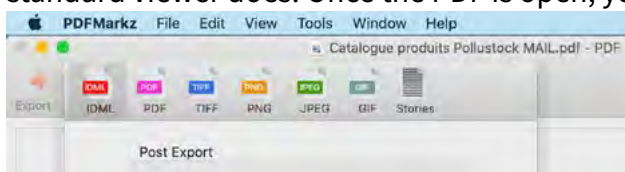
Preview, export, and convert PDF files!

PDFMarkz® is the newest stand-alone application from Markzware. It acts as a “hub” for PDF (Portable Document File) documents. In a nutshell, **PDFMarkz** will preview the PDF, and give exporting options. These include the ability to export a PDF as IDML or to natively open a PDF in other DTP (desktop publishing) applications!

Markzware, once again, helps to democratize publishing and print media content, for use in many popular DTP applications. Users can open, preview, export, convert, and automate the conversion of PDF files. Export PDF to IDML, convert a PDF to InDesign, or even open a PDF in Affinity Publisher or QuarkXPress. Transform your PDF files, with a click!

Description Text for Marketing

PDFMarkz® is a full, native, stand-alone PDF preview application that goes much further than a standard viewer does. Once the PDF is open, you can transform your PDF or the content within the file. For instance, Export PDF to IDML, Acrobat PDF, JPG, PNG and more. You can even export just the stylized text!



PDFMarkz will also allow you to “Open” the PDF in other DTP (desktop publishing) applications, including InDesign, Affinity Publisher and QuarkXPress, just to name a few. It will convert all of the intricate details of your PDF file, such as:

- anchored boxes
- blends
- color models
- fonts
- images
- layers
- linked text boxes
- page positioning
- Pantone colors
- runarounds
- styles
- tables
- text attributes
- much more...



PDFMarkz will export your PDF files to IDML! Adobe IDML files can be opened in any InDesign application. IDML can also be imported into many other DTP applications. This allows you to share or re-use your multi-page PDFs. Now you can edit the content or make design changes. There is even the ability to “share” a PDF to social media! You can share individual or multiple pages.

PDF conversion with **PDFMarkz**, can help to keep your creative workflow flowing, as it should. With **PDFMarkz** you can concentrate on other graphic design, publishing or prepress activities!



PDFMarkz

Preview, export and convert PDF files



Target Audience

PDFMarkz has a broad range of potential users, in both graphic arts, as well as marketing departments. The ability to quickly preview and export content from a PDF is something every creative person could use, in graphic design and in the business world. With the features for conversion to other DTP (desktop publishing) applications, the target market is clear; graphic designers, publishers and prepress operators at print-shops are the main target audience.

Features and Benefits

Convert PDF files to other DTP file formats, Export, Preview and more:

- Save PDF files as IDML (stand-alone)
- Export to IDML, PDF and image formats
- Open or *convert* PDF to **InDesign, Affinity Publisher, QuarkXPress, and Illustrator**
- Preview PDF files
- Share pages of a PDF or entire files as images
- View File Info (mini preflight)
- Deal with tricky or corrupt PDFs
- Reduce time to re-create content
- Interchange PDF layouts, in a design workflow

PDFMarkz is phasing-out PDF2DTP. **PDFMarkz** does all that PDF2DTP does and much more. Now you can convert multi-page PDF files to not only InDesign but also Affinity Publisher, QuarkXPress, Illustrator and more.

PDFMarkz is also a stand-alone app making it easier to use. See the graphic on next page.

Pricing

We offer two pricing options: a Perpetual (lifetime) version and a 12-month Subscription. The price is 299 Euro/USD for the Perpetual. The Subscription costs 199 Euro/USD.

PDFMarkz is sold per license/user. You can also order multi-seat licenses.

System Requirements

PDFMarkz is Mac only at this time. The system requirements are:

- macOS 10.12 or higher
- An internet connection, for activation and registration
- Adobe-recommended hardware

Artwork, and Marketing Materials

You can get the Markzware product logos and other marketing materials here:

<https://markzware.com/mediakit/>





Preview, export and convert PDF files



Customer Testimonials



Share some of these real-life customer stories, to help sell **PDFMarkz**. Because this is a new product development, see the PDF2DTP product page for some amazing reviews. **PDFMarkz** is even better than PDF2DTP and has many more features and functions, including abilities to open in multiple DTP apps, export to IDML, and view a full-fledged preview!

PDFMarkz Reviews will be added to the Markzware website at:
<https://markzware.com/products/pdfmarkz/#reviews>

PDF2DTP to be Phased Out for PDFMarkz


Gradual Phase out process for PDF to InDesign users

InDesign 2021 support is in PDFMarkz only


| PDF2DTP released May of 2012 | PDF2DTP still available with PDFMarkz (beta) | PDF2DTP phased out for PDFMarkz |
|---|--|---|
|  | <p>PDF2DTP still available Buy PDF2DTP and get PDFMarkz as well.</p> <p>macOS only</p> | <p>PDFMarkz Ships early 2021</p> |
| <p>PDFMarkz Stand-alone application</p>  | <p>November 2020 PDFMarkz beta with InDesign 2021 support for the macOS only</p> | <p>PDFMarkz Ships early 2021</p> <p>macOS & Windows</p> |
| | <p>PDFMarkz for macOS in beta for users</p> | <p>PDFMarkz for Windows in development</p> |
| | | <p>PDFMarkz for macOS & Windows in the future</p> |

PDFMarkz offers more features than PDF2DTP!

- PDF to InDesign
- PDF to Affinity Publisher
- PDF to QuarkXPress
- PDF to IDML
- PDF to Illustrator
- PDF text to RTF or HTML
- and more



Markzware.com
/Products/PDFMarkz



Continues...

PDFMarkz

Preview, export and convert PDF files

How to Sell

Market and sell PDFMarkz to anyone who wants to convert PDF to Adobe InDesign, QuarkXPress or Affinity Publisher. These are the three main selling points.



PDFMarkz is a product that almost any graphic designer will want to have! The ability to take complex, multi-page PDF documents and not only Preview them, but transform them back into DTP (desktop publishing) documents! **PDFMarkz** helps convert PDFs to Adobe InDesign, Affinity Publisher, or QuarkXPress! A real must-have!

Why PDF to IDML (PDF to InDesign, QuarkXPress, etc)?

IDML (InDesign Markup Language) is an Adobe file format. IDML files can also be used within Adobe InDesign, QuarkXPress and Affinity Publisher. Markzware, with PDFMarkz, helps you to democratize IDML files into layouts and applications, where they can be more easily manipulated and edited. Exactly what creatives and professional graphic designers want!

- Scenario 1 (Customer only has a PDF, but needs an InDesign/QuarkXPress/Affinity Publisher layout)

Customer: *I work as a graphic designer in <<InDesign>> (could also be Affinity Publisher or QuarkXPress). I can't find the original InDesign file and all I have is a PDF. Is there a way to convert that multi-page, high resolution PDF back into InDesign <<QuarkXPress or Affinity Publisher>>?*

Salesperson: *Yes, Markzware has a product called **PDFMarkz**, which will preview and convert your PDF files and open them for you in Adobe InDesign or other DTP applications, with a click!*

Customer: *Excellent! How much does it cost, and can I get it quickly?*

Salesperson: *Yes, it costs only 199 USD/EUR per year (299/perpetual version), and we can get it to you quickly, by email.*

- Scenario 2 (Customer wants to export stylized text from a PDF)

Customer: *I have a PDF and we would like to export stylized text from it. Do you have a solution for us?*

Salesperson: *Yes, we offer **PDFMarkz**, a stand-alone tool to preview and export your PDF files into IDML or stylized text. With one click, you can export all text from the PDF as a stylized RTF document or even as HTML! It's that easy!*

Customer: *That is great! How much does it cost?*

Salesperson: *It costs 199 Euro/USD per year or a perpetual version costs 299 USD/EUR, one-time.*

Customer: *I will buy it right now from you!*



Continues...



Overcoming Common Objections

The following are suggestions for responding to the most common questions or sales objections regarding **PDFMarkz**.

Objection: InDesign can Import a PDF

Yes, the Adobe InDesign program, itself, can import a **single** page of a PDF, but cannot import the entire file. It imports that one page flattened, like an image, so you cannot edit objects, graphics or text!

Markzware's **PDFMarkz**, however, converts the PDF (not just as a simple import), and you get all pages, or a range of pages, re-created in an InDesign document. The new INDD file includes live text, all images and graphics in their native state, ready for swapping out, changing, shifting, leaving the same, or whatever you, as the designer, want or need.

Objection: I use Recosoft PDF2ID, so why add PDF2DTP?

Markzware is a company with founders and engineers, who have years of experience in graphic arts and DTP. File conversion via PDF2DTP is superior, on many levels, to file conversion via PDF2ID, and many power InDesign users agree. For example, here is a video of Kommuniera Communications, producer of catalogs and translations, commenting on both converters:

PDF2ID vs PDF2DTP - PDF to InDesign converters

<https://www.youtube.com/watch?v=FX5EtCGjUZA&>

In addition, here is part of a written review from a customer who used both converters, plus a link to the full review, which includes technical details:

"The service I received from Markzware was far beyond and better compared to what any provider could be able to offer. I have tried a competitor's product, Recosoft, first as I had found that it was better advertised on the internet, however that was a waste of money and time. For a rather complex project, to convert a corporate interactive PDF of over 700 pages with links and buttons of various types on all pages, Recosoft failed blatantly. Markzware's product converted the PDF in a much better way..." Read full:

<https://markzware.com/products/pdf2dtp/#reviews>

- Indervir Singh

Objection: Why no PDFMarkz trial demo?

We have no demo versions of the file conversion features in our products, as a demo does not adequately represent the complete product and is too difficult to protect, without losing any features. However, we do have great customer reviews and over 20 years of experience in software development for the graphic arts sector. The **PDFMarkz** app works, and works well; otherwise, we would not offer it. If someone needs a sample conversion, email us at sales@markzware.com

TIP - Preview mode within **PDFMarkz** is FREE to download on our website and it is often, what you see, is what you will get. That will give you an idea of how it will convert.

PDFMarkz Video Testimonials and Customer Interviews

On [YouTube](#), we have many customer testimonials, in addition to those on our website. These are often excellent resources to help market and sell to someone interested in **PDFMarkz** for converting multi-page PDFs into InDesign or Affinity Publisher. Seeing and hearing, is believing! Link to the playlist coming soon! Keep an eye on MarkzwareTV, for more details!



Since this is a new product, contact us, if you know of any users that we can interview for a product review!

Do you have a customer that we could interview about PDFMarkz?

Let us know. We can publish interview videos in various languages, and video is key to success in the 2020s, for sure! Email david@markzware.nl



Marketing

Marketing is the key!



Marketing

It is easy to sell Markzware products, and some basic marketing on your part can make it even easier. Be sure to list our products on your Web site. When you mention our products on your Social Media sites, include graphics and informative videos about the products, in your posts. Also, feel free to advertise in industry journals and sites, as well. It all helps you to sell.

Do you have:

- a product catalog? Add Markzware products to it.
- an email newsletter? Mention Markzware in it.
- a special offer to make? Let us know! We can offer incentives to those with good ideas!

Here are some elements, to further help you:

Artwork

Download link:

<https://markzware.com/mediakit/>

<https://markzware.com/mediakit/mediakit.zip>

- * Company Logo
- * Product Logos
- * Product Banners

Index of /mediakit

Continues...

| Name | Last modified | Size | Description |
|-------------------------------------|-------------------------------|----------------------|-----------------------------|
| Parent Directory | | - | - |
| ARCHIVE/ | 2019-03-06 13:48 | - | - |
| BoxShots/ | 2019-02-28 12:11 | - | - |
| Brochures/ | 2019-02-28 12:11 | - | - |
| Logos/ | 2019-02-28 12:11 | - | - |
| NFR-Agreement.pdf | 2019-02-28 12:11 | 85K | |
| Product-Catalog.pdf | 2019-02-28 12:11 | 3.4M | |
| mediakit.zip | 2019-03-01 12:56 | 8.5M | |
| mediakit_v1.0.1.zip | 2019-03-01 12:56 | 8.5M | |



Marketing

Marketing is the key!



Marketing - continued...

Webpage

Send us the link for your web page that lists Markzware products, so that we can share it. You can use the above artwork or can get creative yourself. Also check out Markzware.com for more ideas. At the start of this Sales Guide, there are various short and longer examples of text that you can use to describe the product. If you translate into your local language, we certainly would love to know about and to share the translated versions!

Social Media

Sharing on Social Media has proven very effective. Markzware and its products are on several Social Media sites, including:



- [FACEBOOK](#) (main)
- [FACEBOOK](#) (PDF2DTP)
- [FACEBOOK](#) (ID UTIL)
- [FACEBOOK](#) (group)
- [FACEBOOK](#) (FlightCheck)
- [FACEBOOK](#) (Markztools2)
- [FACEBOOK](#) (Q2ID)
- [FACEBOOK](#) (ID2Q)



- [Instagram](#) - Markzware



- [LinkedIn](#) - Markzware Company Page
- [LinkedIn](#) - Markzware Group



- [Pinterest](#) - Markzware



- [Twitter](#) - Markzware
- [Twitter](#) - (NL)
- [Twitter](#) (DE)
- [Twitter](#) (PL)
- [Twitter](#) (FR)



- [YouTube](#) - MarkzwareTV



If you do share on social media, feel free to tag Markzware and its products.

Let's get the dialogue going! If you have an idea for a Social Media Special on which we could collaborate, please contact us.

Continues...



Marketing

Marketing is the key!

Marketing - continued...

Video

Videos are a great way to show how our products work. We have many tutorials up on Markzware's YouTube channel, as well as various Product Playlists to help you and your customers. We may also be able to work together more closely on videos! If you make a video about Markzware products, we could help to further distribute the video!



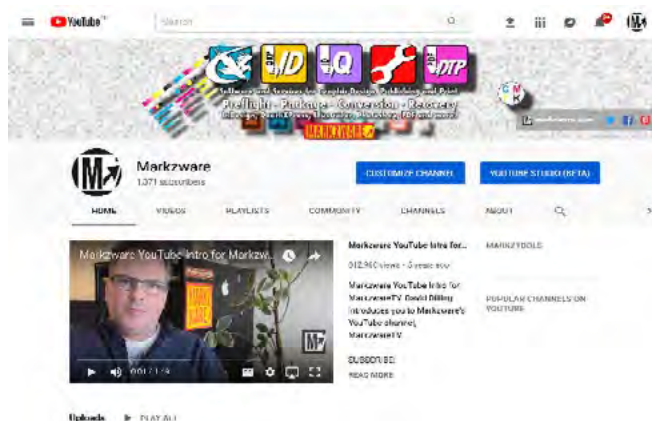
Dealer Videos on Markzware Products

CO-OP DEAL: We can offer special placement of one dealer video from each country or language region.

Make a video that focuses on providing an overview of two or three Markzware products. You can add contact info and stylize it for your company, if you like. Upload the video, keywords, and a localized description in your language, to david@markzware.nl via WeTransfer.

Dealer Videos on Markzware Products

We need video reviews in various languages and from various countries. Perhaps a reseller can help, while being able to plug their company, too! (See the Marketing section above.) Encourage users to leave a testimonial or to do a video interview on their usage of Markzware products.



Feedback

Many Markzware product features and functions have been inspired by customer or reseller feedback. You can help, by notifying us of questions and of what potential customers say or want.

In general, let us know how we can help you with Markzware products. Contact us, if we can assist you, so that you can better help your Markzware product customers.

#ENDS



Closing

About Markzware

About

Markzware is a software developer in the graphic design, publishing and print industry sectors. Specializing in the ability to read and write complex DTP (Desktop Publishing) file formats, the firm often does the impossible. The company's products include FlightCheck, Q2ID, PDF2DTP, and IDMarkz to name a few. Markzware became a sole proprietorship in 1992 and incorporated in California in 1995.

Markzware was issued patent #5,963,641 - A device and method for examining, verifying, correcting and approving electronic documents prior to printing, transmission or recording (preflight for print). Essentially, Markzware helped to create the digital prepress industry and is still a leader in that field today. Markzware develops:

DTP Conversion Tools. Q2ID (converts QuarkXPress to Adobe InDesign), IDMarkz (InDesign to IDML and DTP converter!), PDF2DTP (converts multi-page PDFs to InDesign)

Quality Control Tools. FlightCheck is the preflight tool for the graphic arts, printing and publishing industries. FlightCheck will check verifies all standard PDF/X output settings. Items inspected include document size, fonts, colors, images etc., all these and other elements of the job are 'collected' and 'packaged'. Creators, printers and publishers of PDF files and those that use Adobe, Microsoft, Quark, Corel products will find that FlightCheck ensures supreme quality control before printing. Also, check out our popular freebie for InDesign users, ID Util!

Prepress Services. We have services to convert files online for you. Also, we can fix bad or corrupted InDesign and QuarkXPress files. We even have fixed non-opening Illustrator and PDF jobs for customers.

Our target audiences include graphic designers, publishers, printers, advertising agencies, marketing departments and users of Adobe InDesign, QuarkXPress, and Microsoft Publisher for both the Macintosh and Windows platforms.

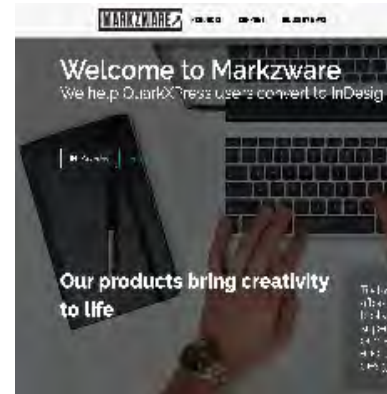
Specialties. Convert Quark to InDesign, Convert InDesign to Quark, Convert Publisher to InDesign, Preflight for Print, FlightCheck, PDF to InDesign, Fix corrupt InDesign or Quark files, prepress, graphic design, Corrupt InDesign files, File Recovery, and graphics software



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+ [Pinterest](#) + [Instagram](#)
[Twitter](#) in [NL](#) - [DE](#) - [FR](#)



Vist Markzware.com today for more info.

“Just had Markzware convert an old Quark doc to InDesign... it was only a one-off so I let them do it for me, an amazingly fast service! had my file back within an hour or so. Apart from having to replace some images everything else was pretty much perfect. Great stuff. Go Markzware!”

~ David Williams ([FaceBook review](#))

“Excellent Service, their DTP File Recovery Service saved me dozens of hours of believed to be lost work.”

~ René Schuster ([FaceBook review](#))



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