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Dealer Sales Guide 2024



MARKZPORTAL™



MARKZAPI™



FLIGHTCHECK™



OMNIMARKZ™



QXPMARKZ™



PDFMARKZ™



IDMARKZ™

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



[MARKZWARE.COM](https://www.markzware.com)

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Markzware Dealer Sales Guide 2024v1.indd



Table of Contents

Introduction to Markzware	1
Why Markzware for your users	2
Markzware Product Overview, short	3

Markzware Product Overview

OMNIMarkz (with NEW “SE” Windows version!)	
- Overview and Products Descriptions (short and long)	4-5
- Target Audience, Features and Benefits, Price, Marketing, etc.	6
Customer Testimonials	7
How to Sell	8
Overcoming Common Objections	9
Q2ID is now QXPMarkz (with NEW “SE” Windows version!) Intro....	10
- Overview and Products Descriptions (short and long)	11
- Target Audience, Features and Benefits, Marketing, etc	12
Customer Testimonials	13
How to Sell	14
Overcoming Common Objections	15
Video Interviews and Customer Reviews	16
IDMarkz	
- Overview and Products Descriptions (short and long)	17
- Target Audience, Features and Benefits, Marketing, etc	18
Customer Testimonials	19
How to Sell	20
Overcoming Common Objections	21
Video Interviews and Customer Reviews	22
PDFMarkz (JUST OUT with the NEW “SE” Windows version!) .. Intro....	23
- Overview and Products Descriptions (short and long)	24
- Target Audience, Features and Benefits, Marketing, etc	25
Customer Testimonials	26
How to Sell	27
Overcoming Common Objections	28
Video Interviews and Customer Reviews	29
FlightCheck 2023 (NEW - NEW 2024 version!)	
- Overview and Products Descriptions (short and long)	30-31
- Target Audience, Features and Benefits, Marketing, etc	32
Customer Testimonials	32-33
How to Sell	34-35
Overcoming Common Objections	36
Video Interviews and Customer Reviews	37
How to Sell CONCLUSION	38

Practical Dealer Details - How to Order

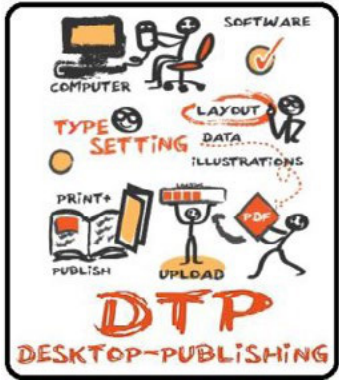
How to Buy	
- Partner Portal	38
- How-To Tutorial on Placing NEW and RENEWAL Orders	39-45
- North American and German Resellers	46
Sales Support Team (USA/Europe)	47
NFR (Not For Resale) Versions for Dealers	47
Support	
- Product Activation	48
- FAQ's	49
Marketing	
- Artwork	49
- Webpage	50
- Social Media	50
- Video	51
Resources	52
Feedback	52
Contact Details/About	53



Introduction to Markzware



Markzware is an important software developer in the graphic arts field. Since the dawn of DTP (Desktop Publishing), the company delivers products for the graphic design, publishing and print industry sectors. Specializing in the ability to read and write complex DTP file formats, Markzware often does the impossible with its file conversion, quality assurance and recovery tools. With deep, technical and internal knowledge of graphic arts file types, Markzware developed a variety of affordable, yet simple and powerful, products, which it also offers to dealers for resale.



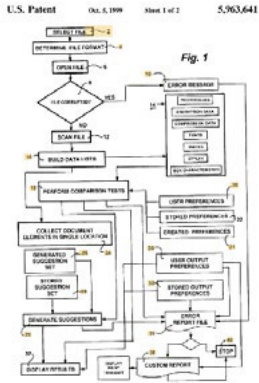
Markzware later became a sole proprietorship in 1992 and incorporated in California in '94. In 1999, United States Patent #5,963,641 was issued to Markzware for - *"A device and method for examining, verifying, correcting and approving electronic documents prior to printing, transmission or recording (preflight for print)"*. Essentially, Markzware helped to create the digital prepress industry and is still a leader in that field, today.

Markzware's Founders, Patrick Marchese and Ronald Crandall, have graphic design and publishing/print backgrounds and provide inspiration, reflected by the company's vision.

1989	• Markzware founded
1992	• PageMaker to QuarkXPress ships
1993	• Markztools released • FlightCheck development starts
1994	• PasteBoard XT • Markzware, Inc formed
1995	• FlightCheck launched
1996	• IDIA award FlightCheck • PM2Q for Windows • Markzware Europe
1997	• DRUPA • FlightCheck v3 • FlightCheck Collect
1998	• MarkzScout workflow • IPEX
1999	• Seybold Editors award • U.S. Patent "preflighting"

Leadership from professionals with extensive graphic arts experience has proven key to Markzware's longevity, in this fast moving business.

The objective of the company is the same today, as it was when it began: to develop tools that work and that provide superb value for our customers. Ease of use and day-to-day labor reduction are major software design factors. Markzware products help our industry minimize environmental impact by repurposing content, reducing reprinting, and lessening ink, chemical, paper, and electrical consumption.



The creed at Markzware has long been to simplify. When you market and sell Markzware products, you can rest assured that you're representing easy to-use, yet extremely useful, software for your clients who work in graphic arts or marketing departments.



Why Markzware for your Users

Why Markzware for Your Customers?

Graphic designers, desktop publishers, layout artists at a publishing house, or prepress workers at a print shop all want to save time and money, as well as to offer quality work. This is what Markzware provides and is, in short, why you want to offer Markzware to your users. Our new [Markz](#)



[Line products](#) like **IDMarkz**, **QXPMarkz** (the old Q2ID), and **PDFMarkz** (or **OmniMarkz**!) help those outside of graphic arts to view, export and work with design formats, such as Adobe InDesign, QuarkXPress and professional PDFs.

In this guide, we will later go into more specifics, per product, on reasons to offer Markzware software applications. In general, though, most of our products are used by InDesign users (part of the Adobe Creative Cloud suite of tools). Or those that come in contact with InDesign, PDF or QuarkXPress files. If you know one of your customers is using Adobe InDesign or was just buying Creative Cloud (CC 2022) for InDesign, then this is a perfect chance to introduce them to Markzware. Likewise, if you know someone, like in a marketing department, is dealing with DTP files, this is a target audience - especially for our NEW line of "[Markz](#)" products!

Markzware products help customers convert content from other file types that will NOT open in InDesign or other applications we support, like QuarkXPress. We help them to convert, with a click, their QXP, QXD, PPT, DOC, Pages, PUB, PDF or other documents, right into their preferred environment. We convert to InDesign, but also export to other file formats. IDMarkz can even convert files from InDesign to QuarkXPress. Markzware is like the "Switzerland" of proprietary DTP file formats in graphic arts.

We also have products, such as the [NEW FlightCheck](#) and the new "[Markz](#)" line, directly in the quality assurance area, or "preflight" area as we call it. This is a no brainer for customers who complain about print or export problems from InDesign, QuarkXPress, Illustrator, Photoshop, or even PDF files. We help users to locate problems in their documents and to learn what the problems are.

Markzware enables your customers to convert, check, print (or export) their graphic designs, without delays or problems! ~ [Markzware.com](#)



Markzware Products
Help many Adobe Creative Cloud users
[Markzware.com](#)





Product Overview

Markzware has 5 main products, with an expanding “Markz” line in the works. FlightCheck for macOS and PDFMarkz for Windows (and macOS) is the latest, exciting release! Later in this document, you will learn about each of these “multi-award-winning” software tools and more. Please note we also offer a one-off [File Conversion](#) possibility and a [DTP File Recovery](#) service.

In short, Markzware’s product line can be broken down into three categories;

1. Conversion software
2. Preflight and quality assurance software
3. File Recovery software and services

Join our Social Networks

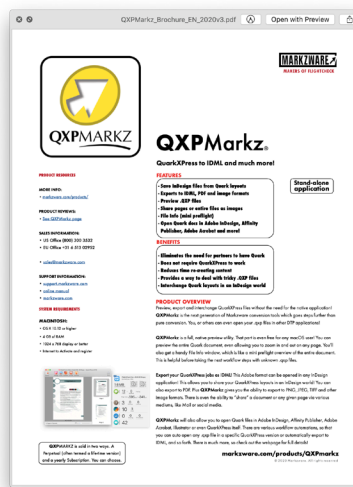


NOTE:
macOS and Windows products are separate.
Meaning you have to order the macOS or Windows version correctly on the [Partner Portal](#).



macOS & separate Windows versions

[Download End User Brochure](#)



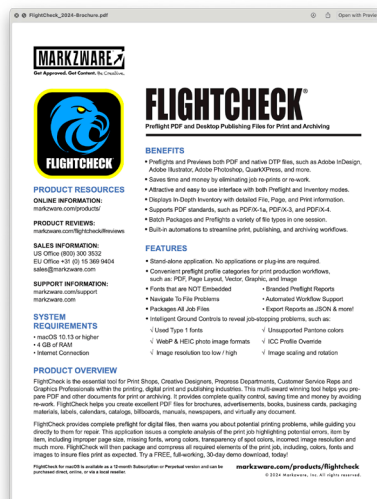
macOS & separate Windows versions

[Download End User Brochure](#)



macOS & separate Windows versions

[Download End User Brochure](#)



[Download End User Brochure](#)

macOS only



[Download End User Brochure](#)

macOS & separate Windows versions



OmniMarkz (macos) OmniMarkz SE* (Windows)

Preview, Report, and Convert Page Layout & PDF!

NEW - OmniMarkz!

* OmniMarkz SE is a Streamed Line version of the macOS app, OmniMarkz. The Windows version only converts. It does not have file info, Preview and such but does convert.



Preview • Full File Inventory • Conversion

OmniMarkz® is a powerful combination of **QXPMarkz**, **PDFMarkz**, and **IDMarkz**. It bundles all three of these products in one, powerful application. This allows users to truly democratize DTP Page Layouts, including InDesign, Illustrator, QuarkXPress, and even PDF files! Here is a video introduction: https://www.youtube.com/watch?v=_x2ZqM5lRyg

In addition, **OmniMarkz** has something that **IDMarkz**, **QXPMarkz**, and **PDFMarkz** do not:

Full File Inventory Report!

With **OmniMarkz**, you can examine and see all used colors, fonts, images, and other vital document data, all in your control panel. It even warns you of missing fonts, images, or embedded images. You can then run a File Inventory Report, adding notes to share with others in your workflow or just for archiving. This is completely new to **OmniMarkz** and, combined with the Preview, is a very handy and useful quality assurance function.

OmniMarkz costs (End User) either:

- * Subscription: 389 Euro (2 months, including all updates within the subscription term)
 - * Perpetual: 599 Euro one-time pay (lifetime version, without updates)
- (Pricing for the OmniMarkz macOS Perpetual upgrade is \$299.50)

A 30% Discount is available for Cross-Grade end-users.

Switching from one “[Markz-Line](#)” product to another is easy:

- 1) Just start a purchase for the new **OmniMarkz** app that your customer needs.
- 2) Copy and Paste their old **QXPMarkz**, **PDFMarkz**, or **IDMarkz** License ID into the “Discount Code” field of the order.
- 3) Doing this will give them a 30% discount off the price of **OmniMarkz**! For an active Subscrip

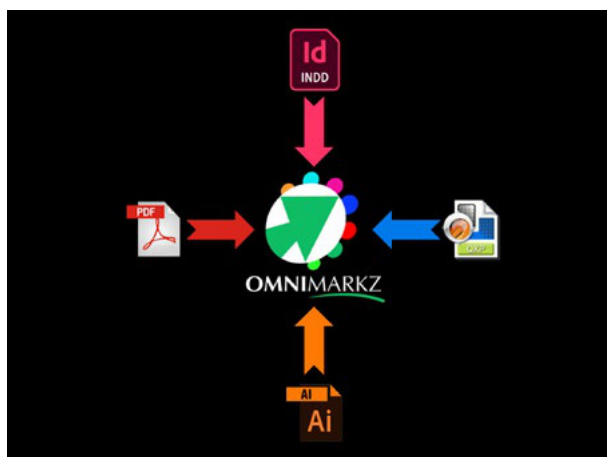
tion, this will also further deduct the remaining days from the price!

Now, you can drag-and-drop, onto **OmniMarkz**, several common graphic design, publishing, and print file formats, such as:

- * Adobe InDesign
- * Adobe Illustrator
- * QuarkXPress
- * PDF documents

Some popular conversions include:

- * PDF to InDesign
- * InDesign to Affinity Publisher
- * Illustrator to InDesign
- * QuarkXPress to InDesign
- * InDesign to Illustrator
- * QuarkXPress to Affinity Publisher
- * InDesign to PDF
- * And much more!



OmniMarkz is a real “must-have,” for anybody dealing with multiple graphic design and publish



OmniMarkz (macos) OmniMarkz SE* (Windows)

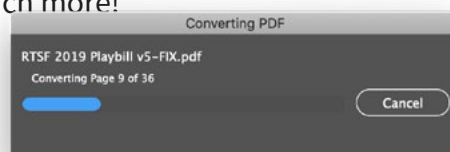
Preview, Report, and Convert Page Layout & PDF!



Overview Marketing Text (short)

Universal Converter Enables Editing of DTP Files!

OmniMarkz is a powerful app that combines three of Markzware's popular conversion tools (QXPMarkz, IDMarkz, and PDFMarkz), along with a complete File Inventory reporting feature. With **OmniMarkz**, you can now preview, report, and convert QuarkXPress, InDesign, and PDF documents, all via a single stand-alone application. Transfer content from PDF to InDesign, QuarkXPress to InDesign, InDesign to Affinity Publisher, and so much more!



Description Text for Marketing (longer)

Preview, examine, export, and interchange PDF (Portable Document Format), Adobe InDesign, Illustrator, and QuarkXPress DTP (Desktop Publishing) file types. **OmniMarkz** is the next generation of Markzware preview and conversion tools. Democratize your DTP page layouts, with the new **OmniMarkz**!

OmniMarkz is a full, native-PDF and DTP-file-type preview utility. The preview feature is free for any macOS user! You can preview your entire archive of documents and even zoom in and out, on any page. You'll also get a handy File Inventory feature (which is like a mini preflight) and get a comprehensive overview of the DTP or PDF file. This is helpful, before taking the next workflow steps with unknown .pdf, .indd, .ai, .qxp, or .qxd files.

Export your PDF and other DTP files to IDML. This Adobe format (IDML) can be opened in any InDesign application! IDML can also be imported into many other DTP applications. This allows you to share and re-use your page layouts, to make new edits or design changes. Plus, **OmniMarkz** gives you the ability to export to PNG, JPEG, TIFF, and other image formats. You can even "share" your DTP page layouts or any given page, via various media, such as Apple Mail or social media.

OmniMarkz will also allow you to open your files, directly, in Adobe InDesign, Affinity Publisher, QuarkXPress, Adobe Illustrator, or even Acrobat. Various workflow automations are also included!

- Preview Page Layouts and PDF files
- Export to IDML, PDF, text, and image formats
- Examine files, for full File Inventory Reporting
- Share pages, or entire files, as images
- File Info (mini preflight)
- Open supported files, in Adobe InDesign, Affinity Publisher, QuarkXPress, & more

Preview • File Inventory • Conversion



Get a high resolution Preview, Full File Inventory with warnings, HTML/RTF Reports and numerous Conversion options with the NEW OmniMarkz from Markzware!



Democratize your DTP workflow!

OmniMarkz (macOS) OmniMarkz SE* (Windows)

Preview, Report, and Convert Page Layout & PDF!



Target Audience

- Anyone in DTP (Desktop Publishing), printing (prepress), or graphic design, in general.
- Anyone in graphic arts who comes across Adobe InDesign, Illustrator, QuarkXPress and, of course, PDF documents. With OmniMarkz, they can now view, report, export, and convert for use in various other page layout applications or workflows.

Features and Benefits

- Preview Page Layouts and PDF files
- Export to IDML, PDF, text, and image formats
- Examine files, for full File Inventory Reporting
- Share pages, or entire files, as images
- File Info (mini preflight)
- Workflow automation of File Conversion
- Eliminates the need to re-create Page Layouts
- Does not require Native applications, to work
- Native file & PDF conversion that saves loads of time
- Provides a way to deal with tricky, crashing files
- Interchange PDF layouts, in a design workflow
- Open supported files, in Adobe InDesign, Affinity Publisher, QuarkXPress, & more



Pricing and Subscription Model

The subscription price, including free Upgrades, is 389 Euro, or 389 USD in North America, per (End User) license/user. A Perpetual or lifetime version, with no free Upgrades, is available for 599 Euro or 599 USD. Pricing for the OmniMarkz macOS Perpetual upgrade is \$299.50 - **Dealers get a 20% discount off this price, through our [Partner Portal](#).**

OmniMarkz is sold per license/user, as a 12-month subscription, or as a Perpetual (lifetime) version. You can order multi-seat licenses.

You can renew a **OmniMarkz** subscription or sell a customer a new license or licenses, after the 12 months expire. The renewal price is the same as the original price, 375 per license/seat. If you log into the original order on your Verifone/2Checkout Partner account, there are, at times, a 15% Renewal discount.

System Requirements

OmniMarkz is macOS only, at this time. Win in the works. **OmniMarkz** operation requires:

- macOS 10.12 or higher / Windows 10 or 11
- An internet connection, for activation and registration
- Adobe-recommended hardware requirements for running your version of InDesign



OmniMarkz (macos) OmniMarkz SE* (Windows)

Preview, Report, and Convert Page Layout & PDF!



Artwork, and Marketing Materials

You can get the Markzware product logos and social media graphics at this URL: <https://markzware.com/mediakit/>

For other marketing materials, such as banners, advertisements, or social media posts, email us at:
marketing@markzware.com

You can also follow us on Facebook, GETTR, Instagram, LinkedIn, Pinterest, Tumblr, Twitter, YouTube, and other websites, for some great marketing ideas, which are delivered on a weekly (if not daily) basis!



Customer Testimonials

We will continue to add customer testimonials and quotes online for **OmniMarkz**:

OmniMarkz Reviews on [YouTube](#)
[MarkzwareTV](#)

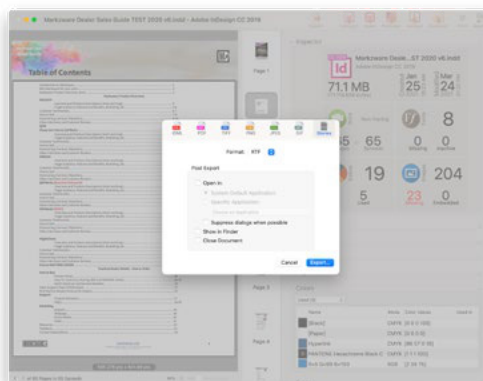
OmniMarkz Reviews on the Markzware Website:
<https://markzware.com/products/omnimarkz/#reviews>



Here is the 1st written testimonial (NEW product):

"I have been using Markzware products for over three years. These products have been a lifesaver as many of my clients have lost or destroyed files and i have been able open and recreate them with little or no time whatsoever. A very handy tool in my graphic design toolbox."

- David Keramidas



Continues...



OmniMarkz (macOS) OmniMarkz SE* (Windows)

Preview, Report, and Convert Page Layout & PDF!



How to Sell

OmniMarkz has great potential to sell and is quickly becoming a popular choice for Markzware users. Since it is a combo of all three Markz-Line products, it acts as a bundle, with the extra File Information Reporting as the icing on the cake. A real must-have, for anyone dealing with graphic design file types!

Why InDesign users need OmniMarkz

With **OmniMarkz**, InDesign users can now convert PDFs back into Adobe InDesign. Adobe's InDesign app, itself, cannot do that! **OmniMarkz** will also Preview native InDesign documents, give a full File Inventory, for billing and sharing, and can open them in other DTP applications, including Affinity Publisher, QuarkXPress, or even Illustrator.

-Scenario 1 (Customer wants to buy our most popular converter, QXPMarkz [Quark to InDesign]. Upsell them to OmniMarkz!)

Customer: Yes, I want to purchase that QuarkXPress to InDesign converter, QXPMarkz.

Salesperson: We can arrange that, but do you also sometimes need to convert PDFs back into InDesign, with all live text, colors, images, the works?

Customer: Yes, I do.

Salesperson: Then, I recommend OmniMarkz. It costs a little more for the Subscription, but then you get the ability to, not only convert QuarkXPress, but also convert PDFs, Illustrator files, and even InDesign files, as well. It's extremely useful and even provides a complete File Inventory of your jobs, for reporting and sharing.

Customer: Wow, so instead of 199 for the 12-month subscription, it is 375?

Salesperson: Yes, that's correct. A bit more, but you get many more extremely useful features and functions. Shall we get you OmniMarkz today?

Customer: Yes, sold, great idea, I'd like OmniMarkz!

-Scenario 2 (Up-sell someone using or buying Adobe InDesign)

Salesperson: You are buying Adobe Creative Cloud, CC 2020/2021/2022 Are you using InDesign, or Illustrator, which is part of that suite of products?

Customer: Yes. Daily, even.

Salesperson: Excellent! Do you ever have the need to convert PDFs, Illustrator, or QuarkXPress files back into InDesign?

Customer: Yes, sometimes I do.

Salesperson: Markzware has a stand-alone application, OmniMarkz, which will Preview, Report on File Info, and also convert InDesign, PDF, QuarkXPress, and even Illustrator files to other formats. InDesign to IDML is also possible, which is very handy to have around, if you get a corrupted or flaky .indd file.

Customer: Wow, that is interesting. How much does it cost?

Salesperson: It is either 389 for the 12-month Subscription, or 599 for the Perpetual version..

Customer: Great, I'll purchase the 12-month Subscription. It sounds very useful. Thank you!



MARKZWARE.COM
/Products/omnimarkz

Continues...

OmniMarkz (macOS) OmniMarkz SE* (Windows)

Preview, Report, and Convert Page Layout & PDF!



How to Sell (continued...)

Overcoming Common Objections

Below are a few of the most common customer objections and how to overcome them. If you ever come across a question or objection that you cannot handle, just reach out to us and we will quickly help you... Email: sales@markzware.com

Facebook: [@MarkzwareSoftware](https://www.facebook.com/MarkzwareSoftware)

Twitter: [@Markzware](https://twitter.com/Markzware)

OmniMarkz

Average rating: ★★★★★ 8 reviews

Objection: It's expensive

Actually, OmniMarkz is rather inexpensive, when you see that it combines three other Markzware apps, QXPMarkz, IDMarkz, and PDFMarkz. It's only 100 more than one of those individual tools. But if money is an issue, or you only need to convert QuarkXPress to InDesign, for instance, then just purchase QXPMarkz. If you need to convert only PDF to InDesign, you could just use PDFMarkz.



Mar 23, 2022 by Robert Damelio

Quest Complete; Goal Achieved
My personal Odyssey...

In addition to the combination of all three [Markz-Line products](#) in one, OmniMarkz also offers comprehensive File Information Reporting on your files, as well. So, it is a one-stop shop, to drop your DTP (desktop Publishing) files on OmniMarkz, to get a Preview, get complete File Details (all used colors, fonts, images, etc.), and, finally, to convert to IDML or to other DTP applications!

More Objections: See Objections Under Each Markz-Line Product

Since OmniMarkz is a bundle of QXPMarkz, PDFMarkz, and IDMarkz apps, you can learn more tips to overcome objections, under each of those sections, in this document. What OmniMarkz has that the other Markz-Line products don't, is the advanced File Information views and Reporting capability, as well!

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 needing *PDF to InDesign* conversion with PDFMarkz, QXPMarkz and IDMarkz. Seeing and hearing, is believing! Here is the link to the [Playlist of all Testimonials!](#)

Do you have a OmniMarkz customer that we could interview?

Let us know. We can do these in various languages and video is a key to success in the 2020's, for sure! Email david@markzware.nl



QXPMarkz (macOS) QXPMarkz SE* (Windows)

QuarkXPress to InDesign converter!



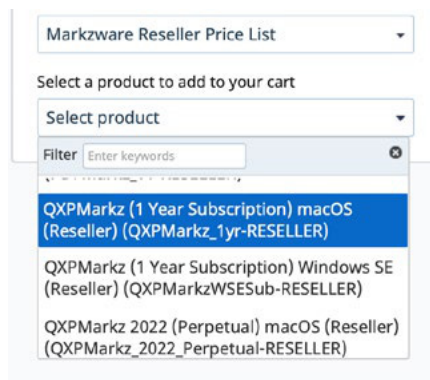
Q2ID has been phased out for QXPMarkz!

* **QXPMarkz SE** is a Streamed Line version of the macOS app, **QXPMarkz**. The Windows version only converts. It does not have file info, Preview and such but does convert from QuarkXPress to IDML, InDesign, Affinity Publisher.

QXPMarkz does much more than just QuarkXPress to InDesign conversions! See - <http://markzware.com/products/qxpmarkz> -

QXPMarkz does not only just one conversion but many more:

- Preview your full QuarkXPress file
- QuarkXPress to InDesign
- Quark to Affinity Publisher
- Quark to Illustrator
- QuarkXPress to IDML
- Quark to PDF
- Export Stylised text as RTF, HTML
- and much more!



QXPMarkz macOS or QXPMarkz Windows costs (End User):

- * Subscription: 219 Euro (12 month sub - with all Upgrades)
- * Perpetual: 359 Euro ("lifetime" version - no major Upgrades)

QXPMarkz macOS vs Windows Feature Comparison Chart

	QXPMarkz for macOS	QXPMarkz SE for Windows
Convert to IDML	🍏	🪟
Convert to PDF	🍏	
Convert to Bitmap formats (PNG, JPG, GIF, TIFF)	🍏	
Open in 3rd party applications (InDesign, QuarkXPress, Affinity Publisher...)	🍏	🪟
Document Previews	🍏	
Freebie (free previews)	🍏	
InDesign Plug-ins (for conversions directly from within InDesign)	🍏	
Inspector Panel (displaying document details)	🍏	

View full macOS vs Windows

Feature Comparison Chart:

https://markzware.com/qxpmarkz/comparison_qxpmarkz/

Continue to next pages for marketing and purchasing info

QXPMarkz (macOS) QXPMarkz SE* (Windows)

Preview, export and convert QuarkXPress files



Overview

Preview, export and convert QuarkXPress files!

QXPMarkz® is another new application that acts as a “hub” for your active or legacy QuarkXPress layouts. **QXPMarkz** displays QuarkXPress file pre

views, exports the files to Adobe IDML and various image file types. It even opens Quark files in other DTP applications!

Markzware helps to democratize QuarkXPress content, for use in many popular desktop publishing applications. Users can open, preview, export, convert and automate the conversion of QuarkXPress (.qxp or .qxd) files. Export them to IDML, convert to PDF or open your Quark files in Affinity Publisher, InDesign, or lower versions of Quark, All with a click!

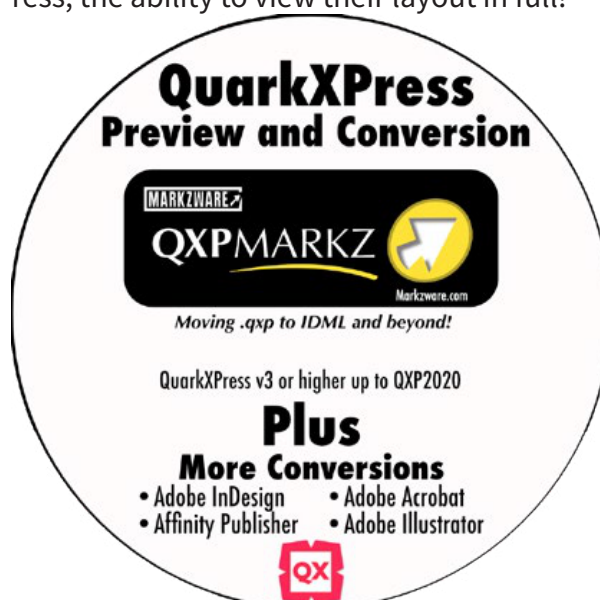
Description Text for Marketing

Take control of your creations with **QXPMarkz**®, the 2nd of Markzware’s next generation of conversion and preview applications. You likely have years of work locked away in Quark files. This amazing piece of magic gives you both the ability to preview those files and the power to move those documents to your preferred editing application, wether to InDesign, Affinity Publisher, or just to PDF for easy viewing.

The Preview function allows those without QuarkXPress, the ability to view their layout in full! Previews are available completely FREE in the QXP Markz Freebie!

The QuarkXPress to IDML converter feature in Markzware’s **QXPMarkz**, converts virtually all items, including:

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



Stand-alone IDML export from QuarkXPress means you can share your Quark layouts with your InDesign customers or colleagues! Yet, **QXPMarkz** will also allow you to open InDesign files in various other DTP applications, natively, with a click! Those include Affinity Publisher, QuarkXPress, Adobe Acrobat, and Adobe Illustrator, to name a few.

File conversion with **QXPMarkz** can help to keep your legacy QuarkXPress files active, so that you can concentrate on other graphic design, publishing, or prepress activities.



QXPMarkz (macOS) QXPMarkz SE* (Windows)

Preview, export and convert QuarkXPress files



Target Audience

QXPMarkz has three main user types as targets. This application is a must-have for most Quark users, to share their layouts in an Adobe world. Yet, it is also useful for publishing companies and businesses with years and years of legacy, older QuarkXPress files, to free that content! Another main audience includes those who have or come across QuarkXPress (.qxp) files, but do not own DTP software, such as marketing and management people.

Features and Benefits

Convert .qxp or .qxd files to other DTP file formats, preview Quark files, and more...

- Saves InDesign files from Quark layouts
- Exports to IDML, PDF and image formats
- Helps you *convert* from **Quark to Affinity Publisher, Adobe InDesign, Acrobat, and Illustrator**
- Preserves intellectual property (IP) investment
- Let's you Share pages or entire files as images
- Converts native QuarkXPress documents
- Provides File Info (mini preflight)
- Eliminates the need for partners to have Quark
- Reduces time re-creating content
- Provides a way to deal with corrupt or tricky QXP files

QXPMarkz macOS or Windows
With **QXPMarkz**, you **do not** need
InDesign to create IDML!

Pricing

Two options - a Perpetual (lifetime) version and a 12-month Subscription. The price is 359 Euro/USD for the Perpetual. The Subscription costs 219 Euro/USD. Perpetual upgrade pricing is \$179.50 - **Dealers get a 20% discount off this price, through our [Partner Portal](#).**



[Markzware.com/products/qxpmarkz/](https://markzware.com/products/qxpmarkz/)



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

System Requirements

- macOS 10.12 or higher / Windows 10 or 11
- 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/>



QXPMarkz (macOS) QXPMarkz SE* (Windows)

Preview, export and convert QuarkXPress files



Customer Testimonials

Share some of these real-life customer stories, to help sell **QXPMarkz**.
Keep in mind that MarkzTools2 is now part of **QXPMarkz**.

QXPMarkz Reviews ([on YouTube](https://www.youtube.com/watch?v=...)) and on the Markzware Website:
<https://markzware.com/products/qxpmarkz/#reviews>

"As an avid InDesign user, and loyal Q2ID subscriber, my first impression was to ask... "Is this going to replace Q2ID?!"

My thoughts are.. it should ! This product encompasses the same Markzware> Convert QuarkXPress (script) document menu from the application that it always has, and also has a stand alone drag and drop UI, that I have to say.. is pretty awesome! Both methods bring you to the new UI, which details the version of Quark it was created in, the fonts, colors, page sizes, page count, images used an/or missing, etc! All in an easy to interpret interface! Now you can export to InDesign, Publisher, Acrobat and even Illustrator! "

~ Amybeth Menendez

Note - **QXPMarkz** replaces and even far exceeds Q2ID, but Q2ID also has hundreds of top-reviews! <https://markzware.com/products/q2id/#reviews>!



Continues...

QXPMarkz (macOS) QXPMarkz SE* (Windows)

Preview, export and convert QuarkXPress files



How to Sell

Market and sell to anyone who wants to view and to export Quark files to IDML, PDF and other DTP types, all WITHOUT the need for the native QuarkXPress application.

If you know of anyone with current or older (legacy) QuarkXPress (.qxp/.qxd) layouts, you will want to introduce them to **QXPMarkz**! QuarkXPress is in an Adobe world, and **QXPMarkz** helps QuarkXPress live further, as InDesign, Affinity Publisher, or PDF documents! A real must-have!

Why QuarkXPress to IDML (with QXPMarkz)?

QuarkXPress has a built-in IDML importer, but no IDML exporter. With **QXPMarkz**, you get a stand-alone Quark to IDML producer!

IDML stands for InDesign Markup Language and is the Adobe formats to interchange InDesign files. IDML opens not only in InDesign CS4 or higher, but can also be imported into QuarkXPress, Affinity Publisher, and several other DTP applications and workflow systems.

- Scenario 1 (Customer is switching from QuarkXPress to Adobe InDesign)

Customer: My company is finally switching from Quark to Adobe. I heard there is a way to import native QuarkXPress files into InDesign. Is that true?

Salesperson: Yes, Markzware has a product called **QXPMarkz**, which will convert your QuarkXPress files and open them for you in Adobe InDesign, 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 works in QuarkXPress, but clients want Adobe InDesign layouts)

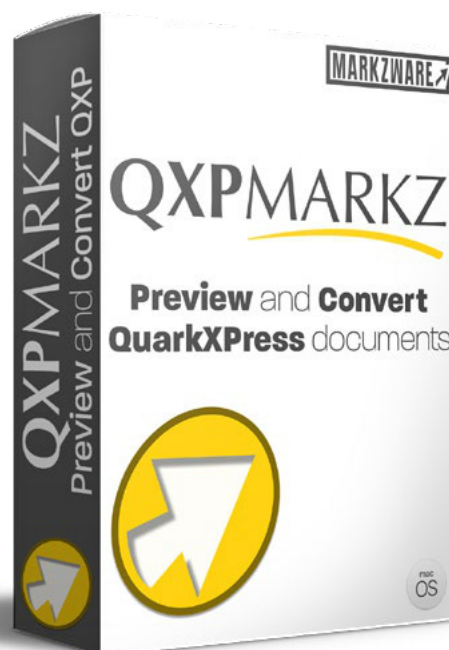
Customer: I love QuarkXPress, but my clients require Adobe InDesign files. Is there a solution for this?

Salesperson: Yes, we offer **QXPMarkz**, a stand-alone tool to export your QuarkXPress (.qxp) files into IDML. You send the IDML file to your clients, and they can open that in InDesign. 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...



QXPMarkz (macOS) QXPMarkz SE* (Windows)

Preview, export and convert QuarkXPress files



Overcoming Common Objections

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

Objection: I loved Q2ID. How good is QXPMarkz compared to that plugin?

QXPMarkz, as you read above, is phasing out Q2ID. In most cases, **QXPMarkz** is not only the same, but often provides better conversion results. Plus, you get much more now, including a Preview and File Info. All older Q2ID users have loved **QXPMarkz** and there are even scripts to allow this stand-alone application to work like Q2ID did, within InDesign!

- **Same or better conversion**
- **Years of experience and improved technology**
- **Stand-alone Preview, Exporting and Conversion of your Quark files**

Objection: I, or someone else, can Export IDML from an InDesign file, to import into Quark; why do I need QXPMarkz?

If you can wait and don't mind bothering them, and can also get them to do it quickly for you. After that, yes, ask them to export the file as IDML and send it to you. Then, you could open it. Or, you can just use **QXPMarkz** and open the file in SECONDS, compared to perhaps DAYS of waiting...

- **Native InDesign to Quark. No Need for Adobe**
- **No waiting for someone with Adobe Creative Cloud**
- **Quick, easy and professional, based on our years of DTP conversion experience**

Objection: Why no QXPMarkz 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 **QXPMarkz** 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 in **QXPMarkz** is [FREE to download](#) on our website and it often shows that what you see, is what you will get. In other words, the Preview will be similar to what you get, in any of the conversions, as well!

Objection: What are the uses for the “Open in” other DTP functions?

With **QXPMarkz**, you can open QuarkXPress documents in other DTP applications. These include the ability to open QuarkXPress in Affinity Publisher, InDesign, Acrobat, Illustrator, and even in specific InDesign versions. You can even open your QXP files in specific versions of QuarkXPress! This is a very powerful feature, which can even be automated.

- **Quark to Affinity Publisher, InDesign, etc.**
- **Convert to PDF, open in Acrobat and annotate**
- **Automate the conversion and the opening**

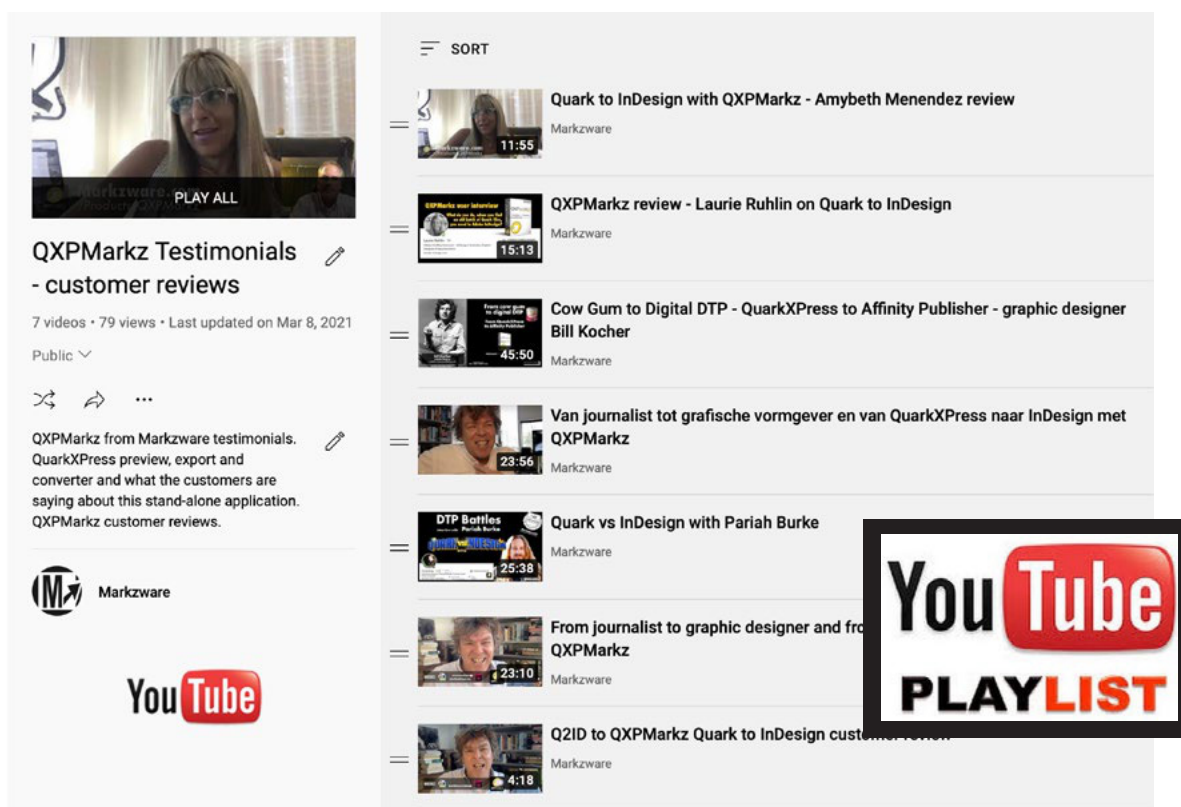
QXPMarkz (macos) QXPMarkz SE* (Windows)

Preview, export and convert QuarkXPress files



QXPMarkz 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 **QXPMarkz** for the conversion of *QuarkXPress* to *Adobe InDesign* or *Affinity Publisher*. Seeing and hearing, is believing! Here is the link to the [Playlist on YouTube for QXPMarkz customer testimonials](#), where you can find all of the below interviews and more:



The screenshot shows a YouTube playlist page. On the left, the playlist title is "QXPMarkz Testimonials - customer reviews" with 7 videos and 79 views, last updated on Mar 8, 2021. The description mentions that the videos are testimonials from Markzware about QXPMarkz, a stand-alone application for previewing, exporting, and converting QuarkXPress files. The main area displays a list of video thumbnails with titles and durations. A "YouTube PLAYLIST" overlay is visible on the right side of the video list.

Video Title	Duration	Channel
Quark to InDesign with QXPMarkz - Amybeth Menendez review	11:55	Markzware
QXPMarkz review - Laurie Ruhlin on Quark to InDesign	15:13	Markzware
Cow Gum to Digital DTP - QuarkXPress to Affinity Publisher - graphic designer Bill Kocher	45:50	Markzware
Van journalist tot grafische vormgever en van QuarkXPress naar InDesign met QXPMarkz	23:56	Markzware
Quark vs InDesign with Pariah Burke	25:38	Markzware
From journalist to graphic designer and from QuarkXPress to InDesign with QXPMarkz	23:10	Markzware
Q2ID to QXPMarkz Quark to InDesign customer testimonial	4:18	Markzware

Since this is a relatively new product (Well, replacing Q2ID), 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 QXPMarkz?

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



IDMarkz (macOS) IDMarkz SE* (Windows)

Preview, export and convert InDesign files



Overview

Preview, export and convert InDesign files!

IDMarkz® is a new application that acts as a “hub” for Adobe InDesign files. In a nutshell, **IDMarkz** displays InDesign file previews, exports InDesign files to IDML and image file types, plus converts or opens InDesign files in other DTP applications.

Markzware helps to democratize Adobe InDesign content, for use in many popular desktop publishing applications. Users can open, preview, export, convert and automate the conversion of Adobe InDesign (.indd) files. Export to IDML, convert to PDF or open your InDesign files in Affinity Publisher, QuarkXPress or lower versions of InDesign, All with a click!

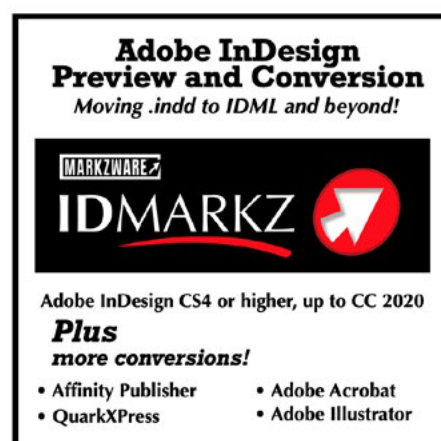
Description Text for Marketing

Take control of your creations with **IDMarkz®**, the first of our next generation of conversion and preview applications. You likely have years of work locked away in InDesign files. This amazing piece of magic gives you both the ability to preview those files and the power to move those documents to your preferred editing application. Whether a lower version of InDesign or even other DTP applications!

The Preview function allows those without InDesign, the ability to view their layout in full!

The InDesign to IDML converter feature in Markzware’s **IDMarkz**, converts virtually all items, including:

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



Stand-alone IDML export ability provides you with a convenient way to open higher InDesign version layouts, within a lower version of the Adobe InDesign application. Yet, **IDMarkz** will also allow you to open InDesign files in various other DTP applications, with a click! Those include Affinity Publisher, QuarkXPress, Adobe Acrobat and Adobe Illustrator, to name a few.

File conversion with **IDMarkz** can help to keep your InDesign workflow flowing, as it should, so that you can concentrate on other graphic design, publishing or prepress activities.

IDMarkz (macOS) IDMarkz SE* (Windows)

Preview, export and convert InDesign files



Target Audience

IDMarkz has three main user types as targets. This application is a must-have for InDesign users who do not use Creative Cloud. Yet, it is also useful for Creative Cloud users, due to its stand-alone ability to create IDML from an InDesign (.INDD) document. Another main audience are those who have or come across InDesign files, but do not own DTP software, like marketing and management people.

Features and Benefits

Convert .indd files from newer InDesign versions, like CC 2020, into files that will open in older versions of Adobe's InDesign.

- Opens higher InDesign CS or CC files in CS5, CS5.5, or CS6
- Exports InDesign to IDML, stand-alone
- Helps you *convert* from **InDesign** to **Affinity Publisher**, **QuarkXPress**, Adobe **Acrobat** and **Illustrator**
- Preserves intellectual property (IP) investment
- Gives you freedom to choose your InDesign version
- Converts native InDesign documents
- Does not require asking clients to export to IDML
- Eliminates the need for Creative Cloud subscriptions
- Reduces time re-creating content
- Provides a way to deal with tricky .INDD files

IDMarkz is replacing two Markzware products, ID2Q and MarkzTools2.

MarkzTools had InDesign to IDML, which **IDMarkz** also provides. ID2Q gave a native InDesign to QuarkXPress conversion. Yet since Quark added IDML import to QuarkXPress, now **IDMarkz** will fit better in that workflow.

With **IDMarkz**, you do not need InDesign to import InDesign layouts!

Pricing

We offer two options - a Perpetual (lifetime) version and a 12-month Subscription. The price is 179 Euro/USD for the Perpetual. The Subscription costs 109 Euro/USD.

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

System Requirements

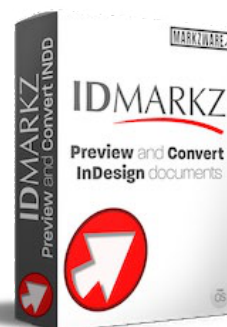
IDMarkz is Mac only. The system requirements are:

- macOS 10.6.8 or higher / Windows 10 or 11
- 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/>





IDMarkz (macOS) IDMarkz SE* (Windows)

Preview, export and convert InDesign files



Customer Testimonials

Share some of these real-life customer stories, to help sell **IDMarkz**. Keep in mind that MarkzTools2 is now part of **IDMarkz**...

IDMarkz Reviews on the Markzware Website:

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

Here are a few testimonials:

"Given the tight deadlines, I really can't

wait a day or so for a file I can use.

To this end, MarkzTools2 is the perfect

solution. I've thrown a number of

files at it without a problem, and the

conversion takes just a few seconds.

The annual license fee is very reasonable.

Highly recommended."

~ Vic Lennard



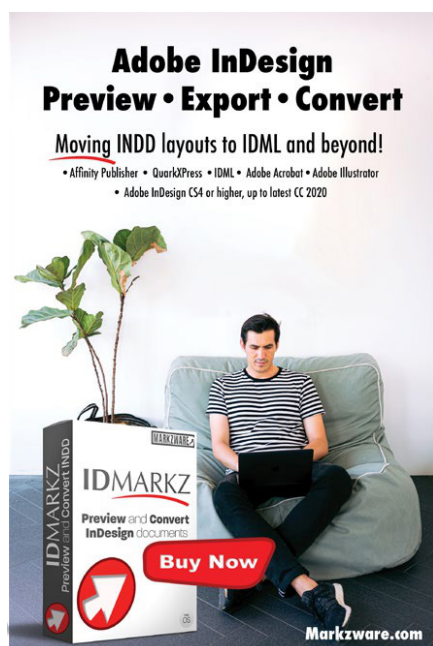
by Vicki Bryant

Works Great!!

I recently purchased IDMARKZ because I am running an older Mac and found out I can no longer upgrade to the most recent versions of Adobe Cloud products without replacing my perfectly good iMac. I have started getting files in the higher version of InDesign, and I hated to have to go back to the customer to ask them to save it back a version if they didn't include an .idml file when they packaged it. It's a great product and I wish I had gotten it sooner!

"I had to tell you thanks for having a great product... Your MarkzTools2 stand-alone application for conversion to IDML format did what it was supposed to do when a Jr. designer decided to upgrade to ID 2017 without checking with the IT department first. On top of that ID 2017 seems to have a crash issue when trying to save down so I was thinking we would have to eat some hours to fix these issues. You have personally saved me lots of tears and frustration."

~ John Gibson



"I've only been using the MarkzTools2 for about a week, but in that time two clients have sent me three files that were all created in the CC version of InDesign and saving them down to CS6 could not have been easier or cleaner."

~ Margaret

Note - IDMarkz replaces and far exceeds even, MarkzTools2!



IDMarkz (macOS) IDMarkz SE* (Windows)

Preview, export and convert InDesign files

How to Sell

Market and sell to anyone who wants to view and export InDesign files to IDML, PDF and other DTP types. All WITHOUT the need for the native Adobe Creative Cloud subscription or applications.



If you know someone is using an older InDesign version, then, they could use **IDMarkz** to open those files, without asking for help. Users of older InDesign versions are very good prospects for this product. As a stand-alone IDML creation tool, the **IDMarkz** app is useful for all users of any InDesign version, including the latest versions. Also, those who do NOT use InDesign, but want to view and use graphics from these files are prospects. Lastly, those that need to migrate InDesign files to other DTP applications. So, there are quite a few user types to market and whom you can sell **IDMarkz** to!

Why InDesign to IDML?

Sometimes, InDesign files get slightly corrupt and may not even open in InDesign. Having **IDMarkz**, a stand-alone InDesign to IDML creator, will allow you to easily export your files. It is also extremely useful, for those using lower versions of InDesign who need to open documents created in newer versions. Also, many other DTP applications import IDML. Making **IDMarkz** very handy!

- Scenario 1 (Customer uses a LOWER version of InDesign, then co-worker uses)

Customer: I use CS6 (could be as low as CS5), but my customer is using CC 2020 (most recent InDesign version), is there a tool to help me open those files, without bugging them to do a special export for me?

Salesperson: Yes, Markzware has a product called **IDMarkz**, which will allow you to open higher versioned .INDD (InDesign) files in lower versions, such as your CS6 and even down to CS5. It exports your INDD files as IDML, for you. **Customer:** Excellent, how much does it cost, and can I get it quickly?

Salesperson: Yes, it costs only 149 USD/EUR per year (199/perpetual version), and we can get it to you quickly, by email.

- Scenario 2 (Customer's flaky files, oddball issues vs benefit of stand-alone IDML creation)

Customer: My InDesign files keep getting corrupted and acting up. Do you have a solution for this?

Salesperson: Yes, we offer **IDMarkz**, a stand-alone tool, to help you export your InDesign (.INDD) files into IDML. Then, when you re-open those again, in InDesign, most corruption or issues generally will be solved.

Customer: That is great, how much does it cost?

Salesperson: It costs 149 Euro/USD per year or a perpetual versions costs 199 USD/EUR, one-time and is very easy to use.

Customer: I will buy it right now from you, thank you!

NOTE: For seriously corrupt files, you may want to refer customers to the Markzware DTP File Recovery Service:

<https://markzware.com/products/file-recovery-service/>



Continues...

IDMarkz (macOS) IDMarkz SE* (Windows)

Preview, export and convert InDesign files



Overcoming Common Objections

Following are suggestions for responding to the most common questions or sales objections, regarding **IDMarkz**.

Objection: How good is the IDMarkz IDML conversion or Export?

The conversion is perfect to excellent. Some oddly created files, or those that use specialized custom Plug-Ins, may require some touching-up.

- **Excellent to perfect**
- **Years of experience**
- **No one-click, stand-alone alternative**

Objection: I, or someone else, can Export IDML from InDesign, why do I need IDMarkz?

If you can wait, don't mind bothering them, and can get them to do it quickly for you, then, yes, a user of a higher version of InDesign could export the file as IDML and send it to you. Then, you could open it. Or, you can just use **IDMarkz** and open the file in SECONDS, compared to perhaps DAYS of waiting...

- **Small fee, compared to hourly cost of design**
- **Less chance of having re-typing errors**
- **Quick, easy and professional, based on our years of DTP converting experience**

Objection: Why no IDMarkz 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. We do, however, have great customer reviews and over 20 years experience in software development for the graphic arts sector. The **IDMarkz** app works, and works well; otherwise, we would not offer it. If someone needs a sample conversion, email us at sales@markzware.com

Objection: What are the “open in” other DTP functions good for?

With **IDMarkz** you can open InDesign documents in other DTP applications. These include the ability to open InDesign in Affinity Publisher, QuarkXPress, Adobe Acrobat, Illustrator and even in specific InDesign versions. A Very powerful feature, which can even be automated.

- **InDesign to Affinity Publisher, Quark, etc.**
- **Convert to PDF, open in Acrobat and annotate**
- **Automate the conversion and the opening**





IDMarkz (macOS) IDMarkz SE* (Windows)

Preview, export and convert InDesign files



IDMarkz 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 **IDMarkz** for converting from *InDesign* to *Affinity Publisher* or using higher versioned documents in lower versions of *InDesign*. Seeing and hearing, is believing! Here is the link to the [Playlist on YouTube for IDMarkz customer testimonials](#), where you can find all of the below interviews and more:



IDMarkz Tutorials

9 videos • 11 views • Updated today

Unlisted ▾

✂ ↻ ⋮

IDMarkz - InDesign to IDML with workflow conversions to Affinity Publisher, QuarkXPress, Acrobat and even Adobe Illustrator an older InDesign versions like CS6.



≡ SORT BY

- 

Paul Lindström of Digital Dots on IDMarkz for InDesign
Markzware
16:16
- 

InDesign Utility IDMarkz First Impressions from Karsten Risseuw
Markzware
12:25
- 

IDMarkz for ID2Q InDesign to Quark users
Markzware
2:41
- 

Adobe Certified Instructor Chad Chelius on new InDesign Exporting software
Markzware
12:38
- 

Graphic Designer reviews IDMarkz for InDesign export and preview
Markzware
7:55
- 

IDMarkz Preview Feature
Markzware
2:05
- 

IDMarkz Open In Quark
Markzware
1:14
- 

IDMarkz Open In Affinity Publisher Feature
Markzware
1:27
- 

IDMarkz Open In Acrobat and Annotate
Markzware
2:16



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

Let us know. We can do these in various languages and video is a key to success in the 2020's, for sure! Email david@markzware.nl



PDFMarkz (macOS) PDFMarkz SE* (Windows)

Preview, export and convert PDF files



NEW

Windows version!

PDFMarkz® has long been available on the macOS. Now, **PDFMarkz** is also available for Windows users! They, like all of our other products for Windows, are two separate products, **PDFMarkz** (for the macOS) and **PDFMarkz**® SE (for Windows).

The conversion engine is the same. It convert PDFs to InDesign with a click - both version! There are some differences, as the macOS has a few other bells and whistles that the SE, Windows version does not. Here is a handy chart, yet once again, the main functionality of PDF to InDesign is in both versions of **PDFMarkz** or **PDFMarkz** SE!

PDFMarkz macOS vs Windows Feature Comparison Chart

	for macOS	for Windows
Convert to IDML	Apple	Windows
Convert to PDF	Apple	
Convert to Bitmap formats (PNG, JPG, GIF, TIFF)	Apple	
Open in 3rd party applications (InDesign, QuarkXPress, Affinity Publisher, ...)	Apple	Windows
Document Previews	Apple	
Freebie (free previews)	Apple	
InDesign Plug-ins (for conversions directly from within InDesign)	Apple	
Inspector Panel (displaying document details)	Apple	



www.markzware.com/products/

Continue to next pages for marketing and purchasing info

PDFMarkz (macOS) PDFMarkz SE* (Windows)

Preview, export and convert PDF files



Overview

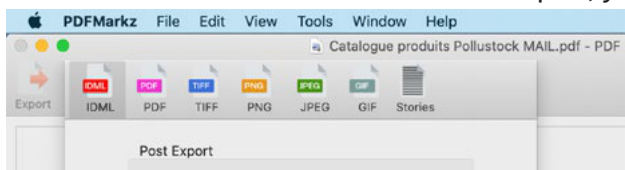
PDF to InDesign and more!

PDFMarkz® is a stand-alone application from Markzware to convert PDFs to Adobe InDesign and other options.. 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 (macOS) PDFMarkz SE* (Windows)

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 359 Euro/USD for the Perpetual. The Subscription costs 219 Euro/USD. Perpetual upgrade pricing is \$179.50

Dealers get a 20% discount off this price, through our [Partner Portal](#).

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System Requirements

- macOS 10.12 or higher / Windows 10 or 11
- 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/>





PDFMarkz (macOS) PDFMarkz SE* (Windows)

Preview, export and convert PDF files



Customer Testimonials

Check out some of these real-life customer stories, to help sell **PDFMarkz**. Absolutely amazing reviews. From Canva and Google Doc PDFs to InDesign and more!

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

**"IT REALLY IS A
SECRET WEAPON..."**

~ David D'Apice, The Simon Group

PDFMARKZ
Preview and Convert PDF documents

Mr. D'Apice, founder of marketing agency The Simon Group on Markzware's PDF to InDesign application, then PDF2DTP, now PDFMarkz!

[Markzware.com/products/pdfmarkz/](https://markzware.com/products/pdfmarkz/)

Source is MarkzwareTV on YouTube video:
<https://www.youtube.com/watch?v=D2BX-djuEuc>

MARKZWARE

**PDF to InDesign
Customer interview**

"It works so well, I've never had a PDF that I've tried to open that it didn't work."

daytona swarbrick - 1st communications team member at Hands at Work in Africa
Nelspruit, Mpumalanga, South Africa

Hands at Work
BCIT, Emily Carr Institute,
FALIT SAIT, Mallesonia



Jan 27, 2023 by Tony Curcio

Saves Hours Of Work!

The prepress tool enables users to preview and edit native PDF documents, saving hours of work. The preview feature is free to any macOS user and also displays vital document information. Users aren't tied to any specific publishing platform and can choose how to export documents and exactly where to open them.

Continues...



PDFMarkz (macos) PDFMarkz SE* (Windows)

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 219 USD/EUR per year (359/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...

PDFMarkz (macos) PDFMarkz SE* (Windows)

Preview, export and convert PDF files



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 (macos) PDFMarkz SE* (Windows)

Preview, export and convert PDF files



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 [PDFMarkz video testimonials!](#)

The screenshot shows a YouTube playlist page. On the left, the playlist title is "PDFMarkz Testimonials PDF to InDesign" with 20 videos and 315 views, last updated on Sep 7, 2021. The description states: "PDF to InDesign reviews. Customer testimonials of Markzware PDFMarkz (PDF To InDesign) - a way to open PDFs in InDesign, with a click. Multi-page PDFs created into a NEW .indd InDesign layout! PDF to InDesign. Formerly the product was called PDF2DTP and that was a plugin. The new PDF to InDesign technology offers a stand-alone application, now called, PDFMarkz!". The Markzware logo is at the bottom left of the description. On the right, a list of video thumbnails and titles is shown, including "PDF to InDesign & PDF to Illustrator with Jeff Witchel", "PDF to InDesign - PDFMarkz Reviews", "PDF to InDesign user quote: 'If you want to go far, go together' ~ Markzware customer", "PDFMarkz Review - Hands at Work Africa - PDF to InDesign with Daytona Swarbrick", "PDFMarkz Review Necessary part of my day to day workflow ~ Amybeth Menendez", "PDF to InDesign in Latino & Spanish regions with Iván Gómez of Profeivan Training", and "PDF to InDesign Review and Beta Testers". A "YouTube PLAYLIST" badge is overlaid on the right side of the video list.

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



FlightCheck

Preflight, Preview and Package



Totally rebuilt Preflight engine

Stand-alone preflight, preview and packaging

Markzware has spent years, totally rebuilding its preflight engine. It is completely stand-alone and now includes a “Preview” of the various graphic design and print files it preflights. This Preview is interactive and shows you exactly where the problems are. Extremely useful and there is something big happening in the graphic arts market - more publishing and print problems than ever!

NEW Preflight Problems

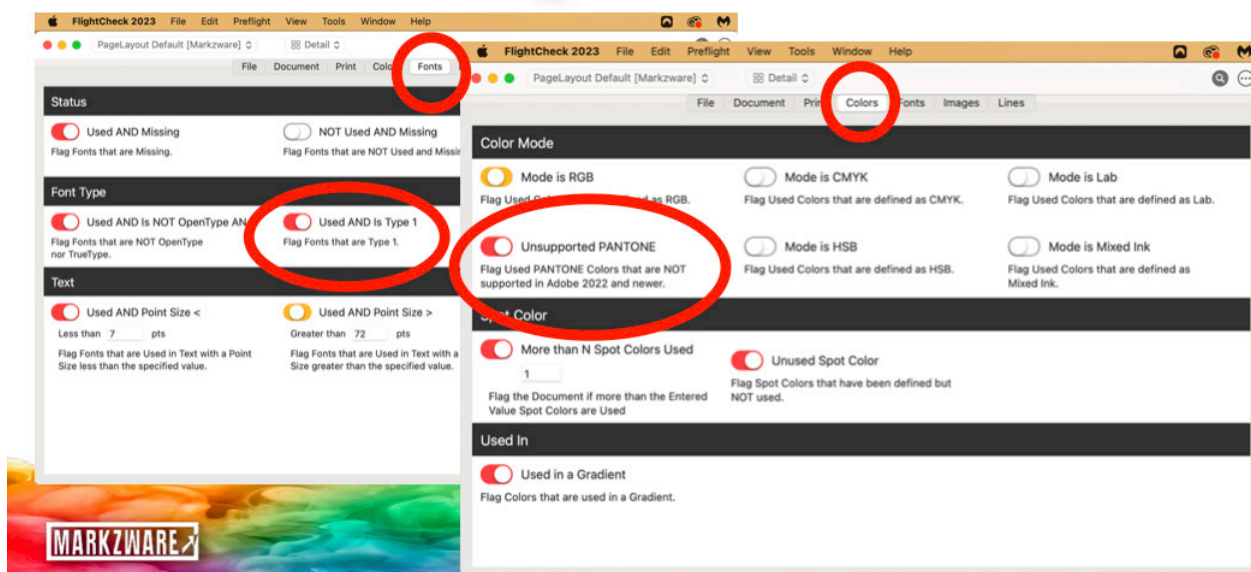
Adobe has been forced to drop support of most PANTONE colors. This caused a wave of concern in the market at the end of 2022. Now, in 2023, the problems are clear. Some placed PSD or image files in InDesign will turn black and grey, instead of having there nicely defined PANTONE colors. Design files need to be checked for “*Unsupported PANTONE colors*”!

Adobe also choose to drop Type 1 font support. This is understandable, on one hand, but there are millions of InDesign files out there using Type 1 Fonts! They need to be found and replaced.

FlightCheck to the Rescue

The new FlightCheck from Markzware finds and helps users fix BOTH of these modern, new preflight problems! That is in addition to the hundreds of other checks possible. This is why marketing and selling FlightCheck is a real win-win for everyone!

Markzware FlightCheck Ground Control checks



Continue to next pages for marketing and purchasing info

FlightCheck

Preflight, Preview and Package



Overview Marketing Text (short)

Stand-alone preflight, preview and packaging

Markzware FlightCheck, the ultimate preflight solution for creative professionals and prepress operators alike! With FlightCheck, you can confidently send your digital designs to print or publish, knowing that they will come out exactly as intended. This stand-alone application checks for potential errors and issues that could cause problems in the printing process, saving you time, money, and frustration. FlightCheck supports a wide range of file types, including Adobe InDesign, Illustrator, PDF and more. It even has the ability to package your entire project, ensuring that all necessary fonts, images, and links are included. Get prepared, get approved, get FlightCheck for peace of mind and deliver top-quality results every time.



Open



Package



Report



Export



Acrobat



Print

Description Text for Marketing (longer)

Markzware FlightCheck 2024, the latest and most advanced version of the premier preflight solution for creative and production professionals. With FlightCheck, you can confidently send your digital documents to the next graphic designer, print or publishing user, knowing that they will come out exactly as intended. The software checks for potential errors and issues that could cause problems in the printing process, saving you time, money, and frustration.

FlightCheck 2024 supports a wide range of file types, including Adobe InDesign, Illustrator, PDFs and more. It even has the ability to package your entire project, ensuring that all necessary fonts, images, and links are included. Plus, with its comprehensive set of preflight checks, FlightCheck can identify and fix issues with colors, fonts, images, and other key document elements. It even finds unsupported PANTONE colors and Type 1 fonts!

In addition to its powerful preflight capabilities, FlightCheck also offers a user-friendly interface that makes it easy to use for professionals of all skill levels. Whether you're a seasoned prepress veteran or new to the world of graphic design, printing and publishing, FlightCheck has you covered.

But don't just take our word for it - see for yourself why FlightCheck 2024 is the go-to preflight solution for so many creative professionals. Try our 30-day full working demo today and experience the peace of mind and top-quality results that only FlightCheck can deliver. Get prepared, Get Approved, FlightCheck 2024!

Continues...

FlightCheck

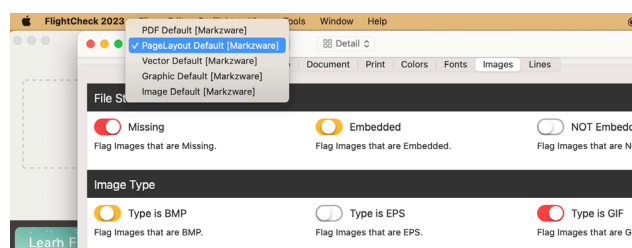
Preflight, Preview and Package



Target Audience

FlightCheck can be of potential use throughout the workflow, from the graphic design stage through the print stage. The target audience are graphic arts content creators who are most concerned about quality assurance for graphic design, publishing and printing. FlightCheck's audience could include everyone in that sector. In reality, the audience includes those who receive files in prepress, advertising or publishing, and also includes advertisement agencies, graphic designers, and the like, who send files out. In-house marketing departments at corporations or medium-sized companies also use this quality assurance application.

Anyone working with Adobe, Affinity, Quark, etc!



- graphic designers
- creatives
- print buyers
- publishers
- printers
- layout artists
- studio managers
- DTP'ers (Desktop publishers)
- editors
- prepress operators

Features and Benefits

Preflight quality assurance is something every graphic designer, layout artist or prepress professional can benefit from!

- **Preview & Preflights both PDF and native DTP files, like InDesign, QuarkXPress, Illustrator, Photoshop, etc**
- **Packages and preflights multiple digital documents, in one session**
- **Preflights a wide range of file types for print and online use**
- **Saves time and money, by eliminating job re-prints or re-work**
- **Provides vital print job information to share with customers and co-workers**
- **Fast & easy as a stand-alone application**
- **Offers customizable rule sets, to check PDF and native DTP files**
- **Supports InDesign 2023 & QuarkXPress 2023 and lower files**
- **Supports third-party font applications**
- **Highlights where said problem(s) are in Preview window**
- **Navigates user into native apps to make fixes**
- **Scans, reports and packages the entire digital job**



FlightCheck

Preflight, Preview and Package



Demo

FlightCheck has a full-working, 30-day demo version. You can download it, share it, and refer interested parties to the demo section on Markzware's FlightCheck page at: <https://markzware.com/products/flightcheck/#demo>

Pricing and Subscription Model

FlightCheck is available as either a 12-month Subscription at 249 Euro/USD for that year period, or as a perpetual (lifetime) license at 399 Euro/USD. The Subscription includes full maintenance and upgrades, whereas the perpetual does not include upgrades. Pricing for the FlightCheck Perpetual upgrade is \$199.50

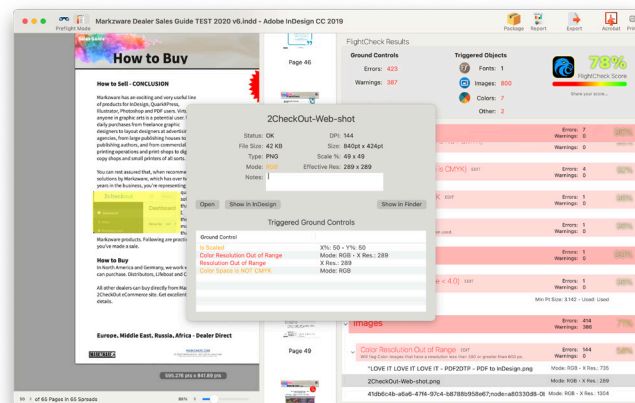
System Requirements

- macOS 10.13 (High Sierra) or higher
- 4 GB of RAM
- 1024 x 768 or higher screen resolution
- Internet connection to Activate and Register

Logos, Artwork/Marketing Materials

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

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



Customer Testimonials

FlightCheck has won so many awards and praise over the years, that it really has been amazing. As our flagship product, it has gathered plenty of reviews and customer tales on a variety of websites, as well as Markzware's web pages and YouTube. Even the brand-new version is getting great reviews:

Reviews on Web Page:

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



FlightCheck Testimonials
Please view customer testimonials of Markzware Flight



FLIGHTCHECK®

Here are a few testimonials:

"FlightCheck is an indispensable program to check all types of files before sending them to print. While some programs have built-in preflight, none surpasses the options and power of FlightCheck."

~ David Creamer

Continues...

FlightCheck

Preflight, Preview and Package



Customer Testimonials (continued)

"I have been a fan of your company and team since forever! WOW! I don't even remember not being a fan a patron and supporter through promotion. Your tools have helped me in some tough times. I have used different tools at every single job or client since my first encounter and opportunity to use them. Thanks for helping change and make a difference in what we do have done and will do. Nothing happens in this world until those of us in the Graphic Communications Industry does something with it. Thank you for all your hard work in making it 'a little bit easier'. FlightCheck has saved my life back in the day!"

~ DeShawn Burton

"As a company active in Prepress, using the FlightCheck program was very valuable to us. Using this application can improve the production and lean printing process."

~ Reza Aleee



5 out of 5 (!) overall
rating for FlightCheck!
[read all reviews here.](#)



How to Sell

Do you want to deliver top-quality designs and print work? Most professionals do. FlightCheck is actually easy to sell, since quality sells. FlightCheck helps, above and beyond what can be done within InDesign, Illustrator, Photoshop, QuarkXPress or a PDF editor.

Why preflight?

We all have Monday mornings and Friday afternoons. Mistakes happen. On a digital screen, it is often difficult to see problems that are invisible to our naked eyes. With FlightCheck, you can set up rule sets and preflight multiple file types, to ensure they will output (export or print) correctly. It is good, old-fashioned, quality assurance for the digital age.

Continues...

FlightCheck

Preflight, Preview and Package



How to Sell (continued)

- Scenario 1 (Printer/Publisher wants to catch problems in files, before the files go to Press)

Customer: I am seeing too many print problems. Is there a tool to help me to stop or to find them?

Salesperson: Yes, Markzware has a stand-alone application for the macOS that will preflight and check PDFs and native source files, such as InDesign, Illustrator or Photoshop, helping you to find and prevent print problems.

Customer: Wow! So, I do not need InDesign or Acrobat, to check the INDD or PDF files?

Salesperson: That is correct. FlightCheck works stand-alone. It's very easy and simple to use, yet very effective in finding print problems, before they are output.

Customer: I will buy it! Then, I can also see in-depth information on the file details!

- Scenario 2 (InDesign, Illustrator, Photoshop, QuarkXPress or PDF users – Up-sell) Salesperson: I see you are using <<application type FlightCheck supports>>. May I recommend another tool for you?

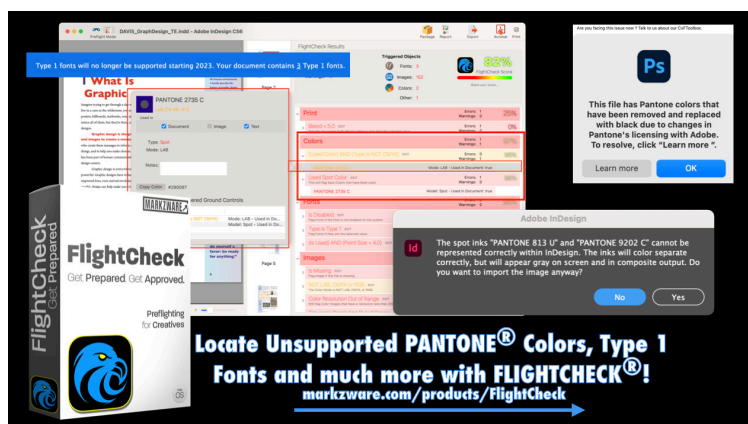
Customer: Sure. What do you have?

Salesperson: FlightCheck, which is a stand-alone application that will help you to find and to see problems on your Mac, before you export or print. Not only that, but it will also package all items used in the file and even compress it for you, so that you can archive it or to send it to the next person in the workflow. You can try a demo version, or would you like to buy it, today?

Customer: Yes, I think I have tried this, before. I'd like to buy it, please.

Salesperson: Great, you can choose, a 1-year Subscription for 249, or a lifetime perpetual version for 399, which would you like?

Customer: I'll buy the 12-month Subscription,



Overcoming Common Objections

Once again, selling quality is both fun and easy. How can anyone argue against something that will help them to stop problems? Yet, sometimes, there are still some common objections to overcome...

Objection: “I don’t need FlightCheck; I check manually with the eyeball method?”

Do you create everything only in-house, never getting artwork from outside? (If they do, that is a point to overcome.) But even if you make everything in-house, don't you ever have “Monday mornings” or “Friday afternoons?” All it takes is one small, but nasty, mistake, to lose a customer. FlightCheck is all about being there for you and assisting you. Just like quality assurance in an assembly line, you just need it. FlightCheck will see things that the human eye cannot.

Continues...

FlightCheck

Preflight, Preview and Package



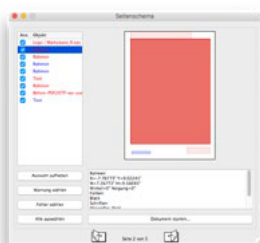
How to Sell (continued)

Objection: “Too expensive?”

What is the price of FlightCheck, in comparison with the over-all costs that could occur, due to bad print results? Generally speaking, the price is low. If you lost a client, due to a simple file issue, how much might that possibly cost? FlightCheck normally pays for itself, after only the first job!

Objection: “Too complicated?”

FlightCheck has come a long way, in its 25 years on the market. The current version has several options for Previewing. If the “Inventory view” seems like too much detail, please look at the “Inventory View” screen. This is in plain language, easy to understand, and extremely helpful.



Many people use only this window, for preflighting!

You can also set up the preflight rules, with FlightCheck’s Ground Controls. You can select what the app checks for, making the quality check as strict, or as basic, as you like. Preflight rule customization is in your control, with FlightCheck.

Objection: “I use Enfocus PitStop (or another preflight solution), so I don’t need it?”

PitStop and most other PDF “postflighting” and editing tools can be somewhat helpful; however, the only file format they support is PDF. FlightCheck preflights and post-flights many file formats, including PDF, EPS, and Postscript, as well as QuarkXPress, InDesign, Photoshop, and Illustrator. The main point is to first check, then make, your PDF, as “*Garbage in is garbage out.*” Thus, you can better check the native file, before the PDF is created, then check the PDF, as well, to be safe. FlightCheck does both! **NEW in FlightCheck is the ability to “Edit in PitStop”!** It is called the “**Edit in Acrobat**” feature, so once you find errors, you can get right into fixing them, in PitStop!

Objection: “I use built-in InDesign preflight. Why add FlightCheck?”

Although the latest versions of InDesign and QuarkXPress have some built-in options for preflighting, there are several aspects of preflighting at which FlightCheck will still be better. For instance, InDesign does not check images linked to an Illustrator file that has been imported into InDesign; nor does InDesign check fonts used in imported images. FlightCheck will perform a far more thorough check, which includes all print-quality-related items used in that document.

More importantly, InDesign and QuarkXPress only check documents created in the same program as itself. This requires you to have on your computer all of the applications used by your clients, plus requires you to create settings in each and every one of them. FlightCheck is able to read, stand-alone, many file formats, without having the file’s original application installed. This makes it easy for a file handler (sales manager, account manager, or prepress professional) to check the file, see if it will cause workflow problems, and take action, in a matter of seconds! If the goal is to determine a “go” or “no go,” on all incoming files, use FlightCheck, first!



FlightCheck

Preflight, Preview and Package



Video Testimonials and Customer Interviews

On [YouTube](#), we have many customer interviews, in addition to those on our [site](#). These are often excellent resources to help market and sell to someone needing preflight and packaging or multiple DTP source files. Seeing and hearing, is believing! Here is the link to the [Playlist on YouTube for FlightCheck customer testimonials](#), where you can find all of the below interviews and more:



FlightCheck Testimonials

11 videos • 34 views • Last updated on Aug 8, 2019

Public



Please view customer testimonials of Markzware FlightCheck



SORT BY

- 1 **FlightCheck user review from Terri Wright, preflight for prepress for book printing**
Markzware 26:35
- 2 **Placed PDF in InDesign and Preflight**
Markzware 3:33
- 3 **FlightCheck User Edward Don & Company Interview**
Markzware 16:06
- 4 **Preflighting with FlightCheck and Acrobat; a customer interview**
Markzware 1:43
- 5 **Chuck Weger- The man who coined the term "Preflight"**
Markzware 3:21
- 6 **Graph Expo (U)**
Markzware 3:22
- 7 **FlightCheck en**
Markzware 5:25
- 8 **FlightCheck, Q**
Markzware 10:01
- 9 **FlightCheck Pr**
Markzware 7:03

Do you have a customer that we could interview?

Let us know. We can do these in various languages and video is a key to success in the 2020's, for sure! Email david@markzware.nl

Partners - How to Buy

And how to sell conclusion

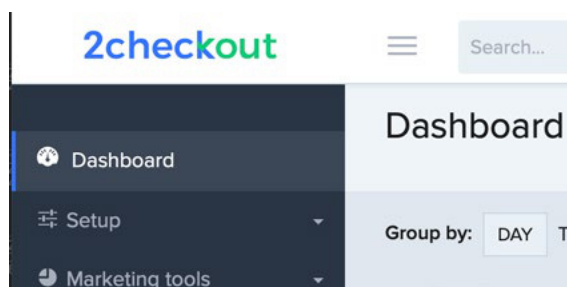
How to Sell - CONCLUSION

Markzware has an exciting and very useful line of products for InDesign, QuarkXPress, Illustrator, Photoshop and PDF users. Virtually anyone in graphic arts is a potential user. We see daily purchases from freelance graphic designers to layout designers at advertising agencies, from large publishing houses to self-publishing authors, and from commercial printing operations and print-shops to digital copy shops and small printers of all sorts.

You can rest assured that, when recommending solutions by Markzware, which has over twenty years in the business, you're representing top-quality software that has been on the market since the dawn of DTP! We are confident that you will enjoy marketing and selling the Markzware products. Following are practical areas regarding how to purchase, once you've made a sale.

How to Buy (as a reseller)

In North America and Germany, we work with Distributors from whom you, as a reseller, can purchase. Distributors, Lifeboat and ComLine, are mentioned below.



All other dealers can buy directly from Markzware, via our Partner Portal, on the Verifone / 2CheckOut eCommerce site. Get excellent discounts and fast delivery. Below are the full details.

Europe, Middle East, Russia, Africa - Dealer Direct

In most countries, dealers, resellers, and approved consultants can sign up for our Partner Portal and get a 20% discount, to resell to your customers. It's fast, easy, and offers many ways for you to make payments. Below are the full details.

Buy via 2CheckOut now Verifone (Partner portal for Markzware)

To sign up, fill in the form at: [LINK](#)

Once you have completed the form, drop us an email to request approval and a 20% discount. This discount is for "New Acquisitions", "Renewals", or even "Direct Renewals" that may be entered after the Subscription has expired. Either way, you will profit. So, if you get a "New Acquisitions" (a new order for one of our products), you will also get a commission, if they renew that same License, again, in the future.

Continues...



How to Buy

How to buy as a reseller

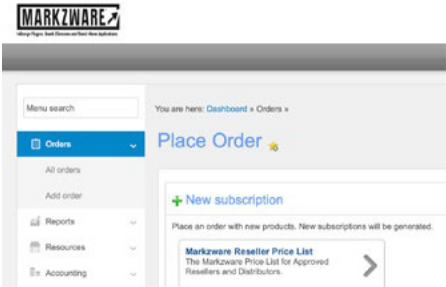


How to Buy - (continued) Partner Portal...

Now, let's go over how to place an order on the 2CheckOut Partner Portal for Markzware:

How to log-in

Now that you have your Username and Password, which you can also set-up for multiple individuals at your company, you can log in, via the Markzware Partner Portal, on Verifone/2Checkout (formerly AVANGATE) at: <https://secure.avangate.com/partners/>



How to order

Once logged-in, you can place your orders for customers. It is important to note the difference between Quantity and seats. A License can have multiple users or seats. So, if you need a 5-user License, you would order Quantity = 1 and Seats = 5. If you ordered a quantity of 5, then you would get 5 License ID's and 5 unique download URLs! That would be messy, for your customer. See the section below on how our Licensing works. (Basically, the License ID is built into the download/installer.)

I recommend watching the upcoming VIDEO TUTORIAL (COMING SOON) on how the Markzware Partner Portal works. NOTE: Once an order is entered, which is pretty straight forward, you need to:

1) Assign the License (scroll down) with the End User details (Name, Company, City, Country and Email Address). This is REQUIRED and is how the License will be registered and emailed/delivered to your client.

Attach end user information *

The are 2 methods to attach end user information to this order:

- Upload end user information in a .CSV file.
- Fill in end user information one by one for each Avangate subscription reference generated below.

Avangate subscription reference	End user information	Registration email sent to	Registration status	Delivery status
☐ PDF2DTP Bundle (1 Year Subscription) Mac (Reseller) (Seat Count: 1)				
☐ 943BA32BEE	View end user	Not sent	Registered	Not delivered

(With selected): Send registration email to: enter email address Communication language: [Send](#)

2) Make Payment.

Once those two steps are done, then your order will be released, automatically. It is fast and easy! Emails based on the order will be sent right to the end customer and copied to you, as well. NOTE: If you do not want the customer to get emails from the system, we can arrange for the emails to be sent directly to you. Let us know.

AVANGATE/2Checkout:
De Cuserstraat 93, 2nd floor,
207-208 office,
1081 CN Amsterdam
The Netherlands
VAT ID: NL 815605468B01

Continues...



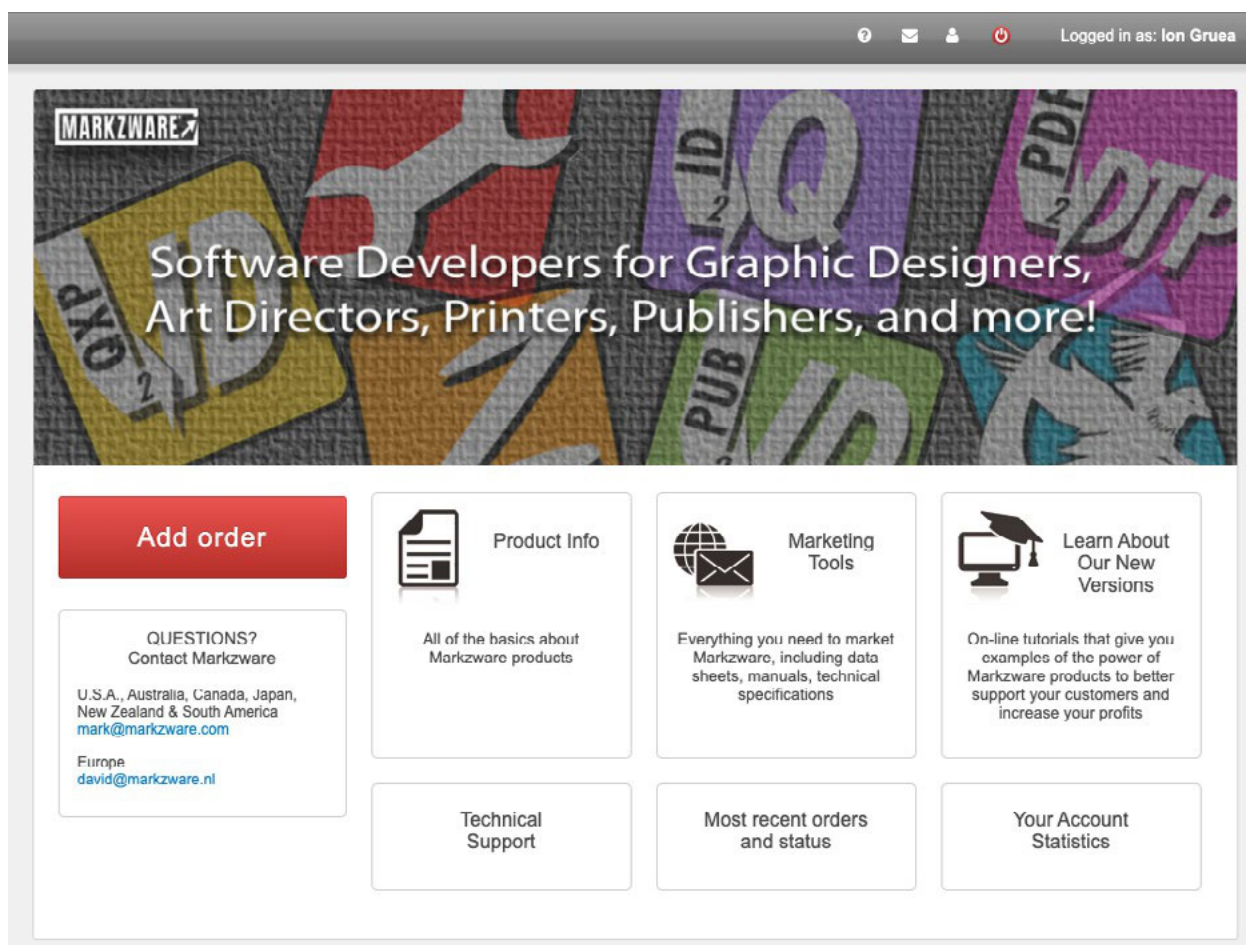
How to Buy How-to

How to buy as a reseller



How to Order NEW and RENEWAL Licenses via the Markzware Partner Portal

- 1) The homescreen upon logging into the Markzware partner portal via <https://secure.avangate.com/partners/>



2. To place an order (either new acquisition or renewal order), click on the “Add order” button in red.

Continues...



How to Buy

How-to

How to buy as a reseller



Place Order 🌟

+ New subscription

Place an order with new products. New subscriptions will be generated.

Markzware Reseller Price List

The Markzware Price List for Approved Resellers and Distributors.

Renewal

Place an order to renew existing subscriptions.

Renew

- expired subscriptions
- subscriptions about to expire in 90 days or less.

3. Depending if you're are buying a new product or renewing an existing customer License, you need to select the proper button above.

- a. **New Subscription:**

- i. Select product(s) that they want to purchase

- ii. After selecting a product, then you need to enter the seat count required. (number of users)

Place Order 🌟

Order type:

- No credit limit available, the order will need to be paid before delivery.
- New order from price list: Markzware Reseller Price List.

[Change price list](#)



Select a product to add to your cart.

Select product

Filter Enter keywords

Select product

PDF2DTP Bundle (1 Year Subscription) Mac (Reseller) (20426-RESELLER)

Q2ID Bundle (for InDesign CC, CS6) (1 Year Subscription) Mac/Win (Reseller) (20320CC-RESELLER)

FlightCheck Mac 32-bit (1 Year Subscription) (Reseller) (10666-RESELLER)

FlightCheck Mac 32-bit (Perpetual) (Reseller) (FC2019-RESELLER)

IDMarkz (Perpetual) Mac (Reseller) (IDMarkz_v1-RESELLER)

Continues...



How to Buy

How to buy as a reseller



How to Order NEW and RENEWAL Licenses Continued...

Place Order 📄

Order type:

- No credit limit available, the order will need to be paid before delivery.
- New order from price list: Markzware Reseller Price List.

[Change price list](#)

Product description

IDMarkz (Perpetual) Mac (Reseller) (IDMarkz_v1-RESELLER)

IDMarkz is a standalone application for Apple's macOS 10.12 and higher that can open and preview native InDesign files (.indd files) and then convert them to different formats all without InDesign being loaded on your computer. IDMarkz also has some handy desktop workflow features built in so you can open the converted InDesign file in other applications you may use in your everyday workflow.

Choose product options

➤ **Seat Count**

Product price details

Unit Net Price	199.00 USD
Quantity	1
VAT	0.00 USD
Total Price	199.00 USD

[Add to cart](#)

iii. Click on *Add to Cart* and then you will be taken into the Partner Cart to Place an Order or you can add more products...

View Cart

[Add more products](#)

Quantity	Product Name	Code	SKU	Unit Price	Total	Partner Margin	Action
1	IDMarkz (Perpetual) Mac (Reseller) Edit	IDMarkz_v1-RESELLER		199.00 USD	199.00 USD	(0.00%) 0.00 USD	Remove

Products(x) Value: 199.00 USD
Subtotal: 199.00 USD
VAT (0.00%): 0.00 USD
Total Price: 199.00 USD

Order needs vendor review

☐

Place Order

b. Place a Renewal Order Flow

i. The initial renewal screen requires the partner to first search for subscriptions that you want to renew. You can choose to add filters or simply just click *Search*. NOTE – For Markzware partners with multiple offices or accounts; You NEED to be logged into the proper account where that License was originally purchased from in the Portal. Otherwise you'll never find it back.

Continues...



How to Buy

How to buy as a reseller



How to Order NEW and RENEWAL Licenses Continued...

Place Order

Order type:

- No credit limit available, the order will need to be paid before delivery.
- Renewal order

[Change price list](#)

Search subscriptions you want to renew

Search: In:

Subscription status:

License expiration date:

Product filter:

☐	Avangate subscription reference	Product	Quantity	Customer/Email	Validity	Status	Price list
Renew selected subscriptions							

- ii. Once the search results are returned, you will see a list of subscription(s) that meet your search criteria to select what you want to renew.

Place Order

Order type:

- No credit limit available, the order will need to be paid before delivery.
- Renewal order

[Change price list](#)

Search subscriptions you want to renew

Search: In:

Subscription status:

License expiration date:

Product filter:

☐	Avangate subscription reference	Product	Customer/Email	Validity	Status	Price list
☐	B288302F49	Q21D Bundle (for InDesign CC, CS6, CSS5, CSS) (1 Year Subscription) Mac/Win (Reseller)	N/A	10-01-09 January 29, 2015 - January 29, 2016	expired	Markzware Reseller Price List
☐	86DE80K379	Q21D Bundle (for InDesign CC, CS6, CSS5, CSS) (1 Year Subscription) Mac/Win (Reseller)	N/A	10-01-08 January 29, 2015 - January 29, 2016	expired	Markzware Reseller Price List
☐	E890A8872E	Q21D Bundle (for InDesign CC, CS6, CSS5, CSS) (1 Year Subscription) Mac/Win (Reseller)	Aguirre Eddie eddie@markzware.com	10-01-16 January 29, 2015 - January 29, 2016	expired	Markzware Reseller Price List
☐	71EE9F3E08	Q21D Bundle (for InDesign CC, CS6, CSS5, CSS) (1 Year Subscription) Mac/Win (Reseller)	Aguirre Eddie eddie@markzware.com	10-01-16 January 29, 2015 - January 29, 2016	expired	Markzware Reseller Price List
☐	6D24E804D7	Q21D Bundle (for InDesign CC, CS6, CSS5, CSS) (1 Year Subscription) Mac/Win (Reseller)	Aguirre Eddie eddie@markzware.com	10-01-00 January 29, 2015 - January 29, 2016	expired	Markzware Reseller Price List
☐	20B49C238E	Q21D Bundle (for InDesign CC, CS6, CSS5, CSS) (1 Year Subscription) Mac/Win (Reseller)	Aguirre Eddie eddie@markzware.com	10-01-00 January 29, 2015 - January 29, 2016	expired	Markzware Reseller Price List

- iii. Once you select a subscription(s) to renew and click on “Renew selected subscriptions”, you’re then sent into a cart to place the renewal order.

Continues...





How to Buy

How-to

How to buy as a reseller



How to Order NEW and RENEWAL Licenses Continued...



English

Logged in as: Ion Gruesu

Menu search

Orders

All orders

Add order

Reports

Resources

Accounting

Account settings

You are here: Dashboard » Orders » View Cart

View Cart

Selected Products

[+ Add more subscriptions](#)

[Remove all](#)

Quantity	Product Name	Code	SKU	Unit Price	Total	Partner Margin	Action
1	Q2ID Bundle (for InDesign CC, CS6) (1 Year Subscription) Mac/Win (Reseller) Seat Count: 1 Renewal discount: 19.9 USD	20320CC-RESELLER		199.00 USD	199.00 USD	(0.00%) 0.00 USD	×

Products(s) Value: 199.00 USD

Renewal discount: -19.90 USD

Subtotal: 179.10 USD

VAT (0.00%) 0.00 USD

Total Price: 179.10 USD

You can add a comment to the current order. Your account manager will be able to see this comment.

You will receive an email when the order is confirmed with instructions on how to make the payment. Attach required end user and reseller information to trigger order fulfillment / delivery.

Insert External Reference No. / PO

Place Order >

Avangate Control Panel 4.0.483.1421
Copyright © 2004 - 2019 Avangate. All rights reserved.

- iv. From here you as the Partner can place the Order or you can add more subscriptions to renew before placing the renewal order.

Continues...



How to Buy

How-to

How to buy as a reseller



How to Order NEW and RENEWAL Licenses Continued...

4. Once you’ve placed a **new** order or a **renewal** order, you’re able to look at all orders and pay invoices from the main screen of the partner portal by clicking into “*Most recent orders and status*”

Add order

QUESTIONS?
Contact Markzware

U.S.A., Australia, Canada, Japan,
New Zealand & South America
mark@markzware.com

Europe
david@markzware.nl

Product Info

All of the basics about
Markzware products

Marketing
Tools

Everything you need to market
Markzware, including data
sheets, manuals, technical
specifications

Learn About
Our New
Versions

On-line tutorials that give you
examples of the power of
Markzware products to better
support your customers and
increase your profits

Technical
Support

Most recent orders
and status

Your Account
Statistics

Orders

All

Reference	Date	Total	Status
#92053070	2019-03-06	192,63 EUR	Awaiting payment

Note on renewals - many dealers will simply sell a NEW license. It is easier in some cases and virtually the same price, although there is a small discount for renewals. You just need to make sure that the end user re-downloads the NEW installer via the NEW License link and installs that version in-top of their old version(s).

**That’s the process. Just email me us you have
any questions on sales@markzware.com**



How to Buy - DEALERS

How to buy as a reseller



PURCHASES for DEALERS in NORTH AMERICA and Germany, Austria & Switzerland (DACH)

Now, let's go over how to place an order on the 2CheckOut Partner Portal for Markzware:

North America - via Lifeboat

USA-based resellers, dealers, and consultants can purchase, at a discount, from LifeBoat:

Lifeboat Distribution
4 Industrial Way West, 3rd Floor
Eatontown, NJ 07724

USA

www.lifeboatdistribution.com

Phone: 1-800-847-7078

Email: sales@lifeboatdistribution.com

Sales Support Team (USA/Europe)

We have offices in both America and Europe, to help give our customers fast, worldwide support. Below are the typical contact methods.

Technical Support

Please fill in the *Trouble Ticket* on our website:

<https://markzware.com/support/ticket/>

Marketing and Sales Support

You can communicate with your direct contacts in North America or Europe, who handle EU, ME, Africa, Russia and India via Markzware North America (Americas, Australia & Japan):



Mark Singelyn · 1st
Channel Sales Manager at Markzware
Orange County, California Area · 500+ connections

Mark Singelyn

(connect with [Mark on LinkedIn](#))

sales@markzware.com

Markzware Europe (EUMEA, Russia, India, etc)



David Dilling
managing director at Markzware Europe
Rotterdam Area, Netherlands · 500+ connections · Cx

David Dilling

(connect with [David on LinkedIn](#))

sales@markzware.nl

Continues...



NFRs & Support

How to buy as a reseller



NFR (Not For Resale) Versions for Dealers & Press

As approved resellers, you can get NFR (Not For Resale) versions of our products, to demonstrate to potential customers in person. These are not to be used, in any shape or form, for commercial use. Complete, print, and sign the form, then, scan and email it to sales@markzware.com and we will get you the NFRs that you need. This NFR request form can be downloaded from: <https://markzware.com/mediakit/NFR-Agreement.pdf>

We also ask that you limit any demo conversions to 1-3 pages. That gives clients an idea of how well it works, without doing the work of the entire job for them!

Letter of Agreement – Reseller, Manufactured Products Page 1 of 1

Not for resale (NFR) copies. The developer (Markzware) shall supply the reseller one copy of each product requested for the reseller's exclusive use. This will remain the property of the developer and it must not be sold, resold, or given away, and must be returned to the developer upon termination of this agreement. The developer may, from time-to-time, supply additional not for resale copies, which the reseller must dispose of only by means agreed with the developer. In no case may NFR copies, whether or not used for their original purpose, be sold or given to any unauthorized party. NFR software is intended for evaluation purposes only and not for profit/non-profit services for resellers.

This agreement supersedes all previous NFR agreements between the developer and the reseller.

SIGNED, For Markzware Software

SIGNED, For

Position

Position

Printname

Support

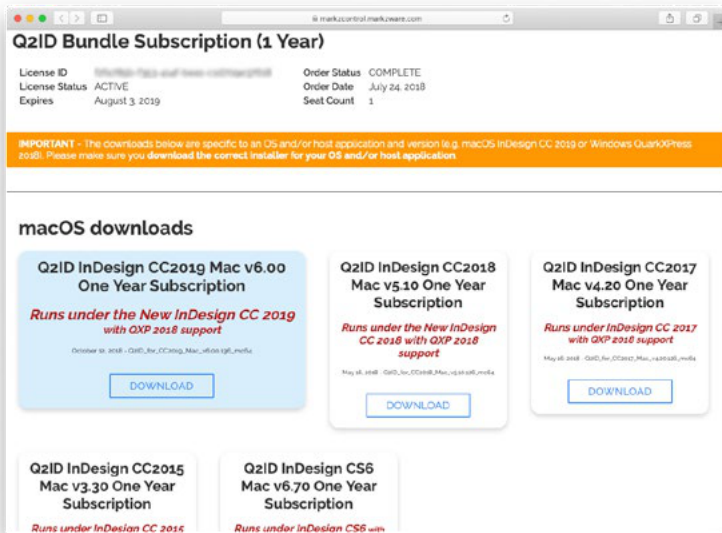
Technical Support is included with all 12-month Subscriptions. Below is information on how to Activate Markzware products, for your technical staff. Most of the time, referring them to our product manuals will suffice. We also include FAQs below, which can help you, as you assist your clients with the basics. For all other technical matters, have them fill in the support form as completely as possible:

Customers with problems need to submit full details of the issue, along with their License ID, Operating System, and exact version of the host application (such as InDesign), via the form at: <https://markzware.com/support/ticket/>

Product Activation

Markzware has an in-house Software Licensing system, which is based on industry standard protocols and requires an Internet connection, for our software tools to be Activated. It is simple and easy. If a problem occurs, refer your client to our Support Form. See the following “FAQs” section, to

Continues...



FAQ's

Frequently Asked Questions



FAQs - Frequently Asked Questions

Here are a few of the most common Frequently Asked Questions, to assist you in helping your customers. Of course, always feel free to contact us, if you have any questions about a Markzware product. Most of the time, the installation is flawless.

My product will not Activate

You must have an active Internet connection, without using a firewall or a web proxy. In some cases, it may work when you are behind a firewall or accessing the Internet via a web proxy, but, in other cases, it will result in a non-activated product. (Note: Your product will work for a period of time without activation.)

We use the industry-standard, web-browsing protocol and port (HTTP/HTTPS on port 80/443), to communicate with the licensing server. If you can reach this test link, then there is a good chance that you will be able to activate the product:

<http://markzcontrol.markzware.com/help/test.html>

Adjust your Firewall to allow our server to access:
When connecting to our server, the product connects via ports 80 and 443

- Server = Your server's IP address
- Port = Example of a Port #: 8080
- Login = Name you use to log in to your proxy server
- Password = Password you use to log in to your proxy server

Work-Arounds to get Activated:

- Connect directly to your Internet modem, right where it comes into your office or home. (This has proven a successful work-around to deal with

routers using firewalls, in many cases)

- Create an Internet connection via your mobile phone and share that with the computer where the main app (InDesign or QuarkXPress) is.

Continues...



Marketing

Marketing is the key!



FAQs - continued...

I am receiving a “can’t be opened because it is from an unidentified developer” message

Try opening the software again, but this time, right click on the software, while pressing “ctrl”. Select “Open” from the contextual menu. If that does not work for you, or if you would like to make a permanent change in the System Settings, follow the instructions in the Security Settings PDF.

I need to update or reinstall. How can I download my product?

You can always download the latest version of the product from the License page, using the License Link supplied to you at the time of purchase. The License Link will look something like:

https://markzcontrol.markzware.com/license/?-xxxxxxxxx_xxxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxx

On your unique and personal download URL is the ONLY place to get the installers.

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

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](https://www.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](#) (group)



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



- [Pinterest](#) - Markzware



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



- [YouTube](#) - MarkzwareTV



FLIGHTCHECK



OMNIMARKZ



QXPMARKZ



PDFMARKZ



IDMARKZ

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

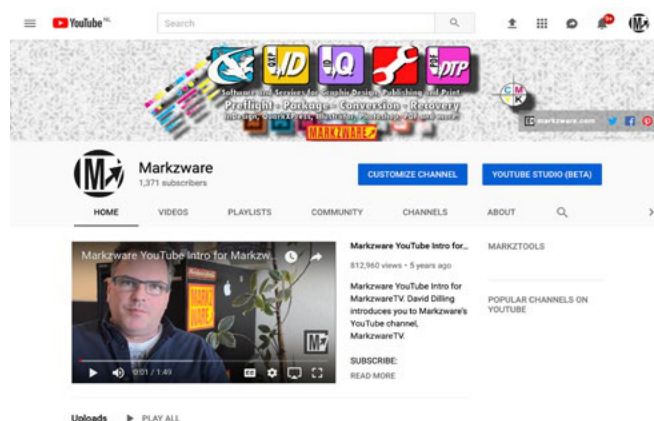
Make a video that focuses on providing an overview of two or three Markzware products. You can add contact info and stylize it for your company, if you like.

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

Resources

Resources to help you sell

Resources

Here are some important links and resources in addition to what you have already seen in this guide.

Product Documentation

- [FlightCheck](#) (macOS) Documentation
- [OmniMarkz](#) (macOS) Documentation
- [IDMarkz](#) (macOS) Documentation
- [IDMarkz](#) SE (Windows) Documentation
- [PDFMarkz](#) (macOS) Documentation
- [PDFMarkz](#) SE (Windows) Documentation
- [QXPMarkz](#) (macOS) Documentation
- [QXPMarkz](#) SE (Windows) Documentation

Retrieve Lost License and FAQ's

<https://markzware.com/support/faq/#LostLicense>

Archived Product Installers

These are for OLD products only. The modern products and License ID's linked to the download and installer. Your users can get the latest version by visiting the unique download URL they received. BUT, for some customers asking for very old installers for very old Markzware products, they can find many of them here:

<https://markzware.com/support/archived-product-installers/>

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.

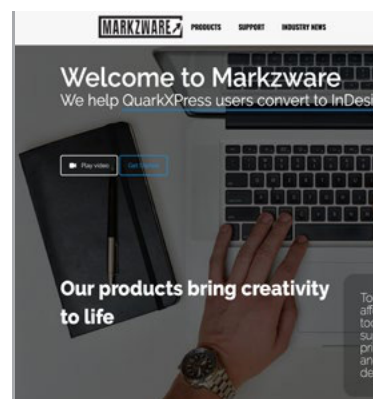
Our target audiences include graphic designers, publishers, printers, advertising agencies, marketing departments and users of Adobe InDesign, QuarkXPress, and Microsoft Publisher for both the Macintosh and Windows platforms.

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.

Join our Social Networks



+ [LinkedIn Group](#) + [FaceBook Group](#)
+ [Pinterest](#)
+ [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](#))



Get Approved. Get Content. Be Creative.

Markzware, Inc.
50 Fourth Avenue, Suite #1059
Dayton, NV 89403
USA

+1-949-756-5100 (Americas)
++31 6 513 02952 (Europe)
sales@markzware.com
www.markzware.com

