Print Wave USA – B2B CTA & Labeling Checklist

Purpose: This document outlines exact copy replacements to reposition Print Wave USA as a B2B print system rather than a consumer print shop. All items are designed to be copied directly into the website without redesign.

Global Rule

● Remove the word "Shop" everywhere except cart/checkout.
● Replace with: Configure, Set Up, View, or Customize.

Homepage – Primary Buttons

● Replace "Shop Now" → Configure for Your Business
● Replace "Show Now" → Customize Within the System

Homepage – System Statement (Add Above Product Grid)

● Print Wave USA is built for repeatable, standardized business printing — not one-off orders.

Product Section Headers

● Trending Products → Business-Ready Print Solutions
● Popular Products → Frequently Standardized Products

Product Tile Labels (Add Context)

● Business Cards → Standardized Business Cards
● Flyers → Multi-Location Marketing Flyers
● Brochures → Campaign-Ready Brochures
● Banners → Corporate Event & Facility Banners
● Apparel → Branded Team Apparel
● Promotional Products → Consistent Brand Merchandise

Design Section

● Design It Yourself → Customize Within Approved Frameworks
● Subtext: Edit only approved fields while core brand elements remain protected.

Corporate / Business Section

● Corporate Solution → Business Print Systems
● Know More → View Corporate Print Systems

Bulk / Quote Language

● Bulk Quotes → Request a Business Setup

- Request Quote → Review Volume & Standardization Options

CTA Micro-Messages

- Request a Business Setup: Put your print on autopilot with a setup designed once and protected over time.
- Talk to a Print Specialist: Get clarity before anything goes to print — so expectations stay aligned.
- Set Up a Corporate Account: Centralize ordering and reorders with one consistent standard.

Navigation (Optional)

- Retail → Individual Orders
- Corporate → Business Accounts

Footer Line

- One stop online printing shop → Standardized print for growing organizations.

Optional Brand Anchor

- Print isn't a transaction. It's a system.