



INTEGRATION GUIDE



Lulu xPress: Introduction

Welcome to Lulu xPress, the world's first print-on-demand book app for Shopify!

With the Lulu xPress app, you'll enjoy the high-quality, low-cost printing and shipping services Lulu has offered for over 15 years coupled with the powerful eCommerce platform of Shopify.

You can create a store, populate it with your books (and any other products you sell!) and start accepting orders in a matter of minutes. The Lulu xPress app makes the book creation process quick and easy, meaning you'll have more time for the things you love to do - like write books!

Prerequisites

Using Lulu xPress with Shopify requires the following:

- A Shopify Account and Store
 - Note:** Learn more about [using Shopify](#)
- A Lulu xPress Account
- Fully formatted PDF file for your Interior
- Fully formatted PDF file for your Cover

Installing the app

The first 14 days are free, then you'll need to select a plan and provide Shopify with all the necessary data to continue using their eCommerce services. Before you install the app, you'll need to go to [Shopify](#) and register an account. Once your account is registered, go to the Shopify home page and select **Resources > App Store**.

Search "Lulu xPress" in the App Store's search bar, or you can find the app directly at [this address](#).

Once you click **Get** you will be redirected to your Shopify Account Dashboard and prompted to **Install App** to begin using Lulu xPress.

With the app installed, you'll be prompted to either log in or register an account. **This is not the same as your Shopify account.** You'll register with Lulu to create an account we can use to store your interior and cover PDF files.

If you already have an account registered with one of these Lulu services,

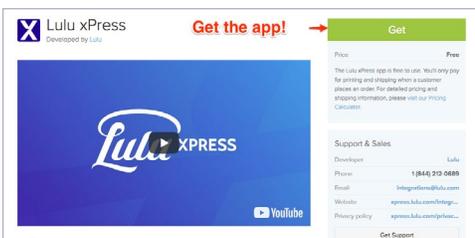


Figure 1: App Store

you will be able to log in and use the existing account information. Attempting to register with an email already in use will prompt you to log in.

- Lulu xPress – xpress.lulu.com
- Lulu Developers API – developers.lulu.com
- Glasstree – glasstree.com

After you log in or register, you'll be directed to the Lulu xPress App page in your Shopify Dashboard. You can get to this page from the Apps link in the Shopify Dashboard.

The Lulu xPress page will display three steps to begin using the app. Once you've connected a book, you'll see that book connected on this page. But we'll get to that in a minute.

For now, you'll see:

1. Complete Account Setup

Provide your shipping and payment information.

Note: You can add a payment method now or when paying for your first order. When you pay for the first order, you will have the option to create a recurring payment to enable automatic fulfillment.

2. Connect your Products with Lulu Books

Shopify considers any item you sell with their eCommerce platform a "Product." To sell your books, you will first make a Product, then connect that Product to Lulu xPress to link the Product with our print-on-demand services.

Note: We'll look at this in depth in the Book Configuration section

3. Other Features and Information

We'll go through many of the features later in this guide.

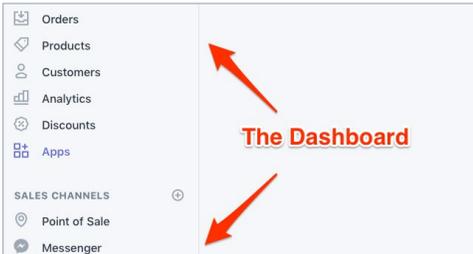


Figure 2: Dashboard

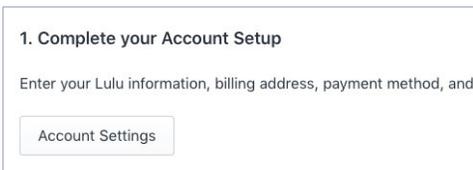


Figure 3: Account Setup

Connecting a Product

Putting a book on your Shopify store is a two-step process.

1. Create a Product
2. Connect the Product to Lulu xPress

Creating a Product

Select **Products** in the Shopify Dashboard. You can also find a link to **Products** in the Lulu xPress App under the **Connected Books** tab.

To create your product, click **Add Product** and follow the instructions

Figure 4: Add products

Figure 5: Set Pricing

Figure 6: Set Shipping

on the **Products** page. This page is created and maintained by Shopify—please refer to their detailed guide to creating projects found [here](#).

Provide the title, description, and cover image for your book first. These three elements will populate the product page for your book.

Set a sale price for your book. The option to **Compare at...** allows you to set a higher price and display the pricing comparison on your product page. The **Price** is what a customer pays you (plus shipping) when they order a copy of your book.

Selecting **Charge taxes on this product** will trigger a Shopify service to collect taxes where applicable on sales of this product. You can review Shopify’s help material regarding [Sales Tax](#) for more information.

The **Inventory** box allows you to enter a SKU, ISBN, or other tracker to follow sales and inventory of your Product. This is optional and will not be required to sell your book using Lulu xPress and Shopify.

Books printed by Lulu xPress are always physical products and will require shipping. **Manual** is the default option and **MUST** be selected. Manual shipping does not mean you’ll handle the shipping though.

Lulu xPress will package, handle, and ship the book for you as part of our fulfillment.

Variants, the last piece of Product creation, allows you to create variations of your book. For example, imagine you have these versions of your book:

- Black & White, 6x9, Paperback
- Color, 8.5x11, Paperback
- Black & White, 6x9, Hardcover

Rather than creating three separate Products, you can create one Product with three Variants. When connecting your Product to Lulu xPress, you will be prompted to select the Variant you wish to connect.

Creating your Book

Getting Started

Lulu’s book creation platform and Shopify App all work best with fully formatted and prepared PDFs.



Interior File Specifications & Layout

The single interior PDF file should include all interior content for your book. This includes a copyright page and any blank pages.

Note: *Odd pages will print on the right and even pages will print on the left.*

- Images should be 300 ppi resolution when possible, not exceeding 600 ppi resolution
- Vector images should be rasterized
- All fonts should be properly embedded
- Flatten any transparent layers and vector objects
- Your PDF should be single-page layout, portrait orientated
- Size your PDF pages to match the book you are creating. Include the bleed dimensions of 0.125" for your document. For example – a 6"x9" book requires a PDF with pages sized 6.25"x9.25"
- Allow a 0.50" Safety Margin for all content
- Allow a minimum 0.20" Gutter margin for inner edge of all pages
- Do NOT include trim or bleed lines in your PDF

Cover File Specifications & Layout

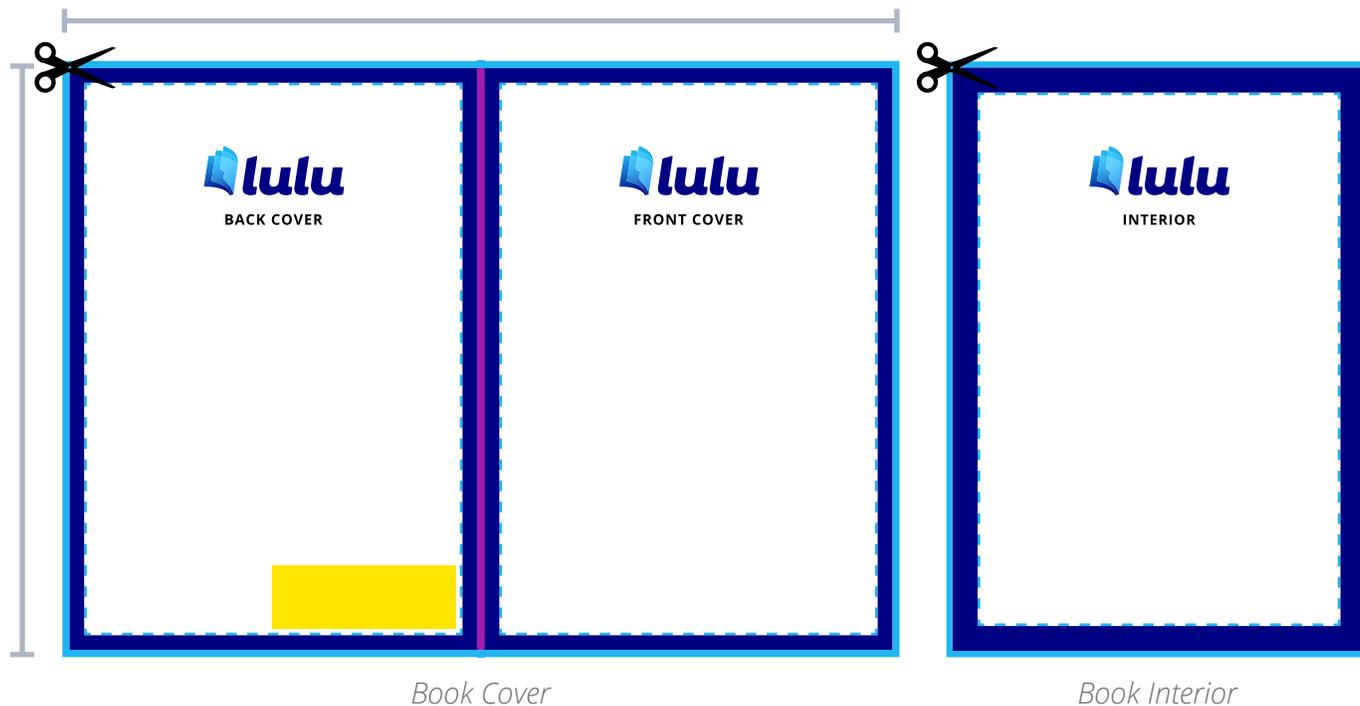
Your cover should be a single PDF file including all content for your cover. We recommend using the template we provide during the publishing process (custom-sized based on your uploaded interior file).

- Images must be 300 ppi resolution
- Vector images should be rasterized
- All fonts should be properly embedded
- All layers should be flattened
- Size your PDF to match the specification provided for your book. The spine width varies based on the number of pages in your interior PDF
- Allow a minimum 0.25" Safety Margin for all content (0.75" for Case Wrap)

Formatting Your Book

It's best to consider your final trim size early in the formatting process because this dictates the dimensions of the Interior and Cover files you will need to prepare for upload.

Anatomy of a Book



Total Document Size

The total dimension of the file with bleed included.

Spine Area

The spine width varies by the number of pages in your book. Use the appropriate formulas/tables to determine Perfect Bound, Casewrap, and Dust Jacket spine widths. Coil and Saddle Stitch products are not glued at the spine, so they do not require extra spacing.

Safety Margin

We recommend maintaining a border between the trimmed edge and important content (e.g. text, page numbers) to prevent it from being trimmed away.

Live Area

An area that text and images are safe from cropping.

Bleed Area

A border is trimmed from the final book block during manufacturing. Imagery or design elements that are intended to extend beyond the edge of the page should fill the bleed area to prevent white space appearing in final production.

Barcode Area *(Optional)*

The recommended area in which your ISBN is placed. Books not intended for retail distribution do not need a barcode or ISBN. We do not generate/add barcodes.

Gutter *(Not Shown)*

Inner margin allowing for the curve of the page.

Lulu xPress Book Configurator

Save your Product and you'll find yourself on that same page with a notification that the product has been saved successfully. Now click **More Actions** and choose the action labeled **Connect a Book** (with Lulu xPress).

Connecting will open the **Lulu xPress Book Configurator**.

The Book Configurator allows you to upload a PDF file for the interior and cover, as well as selecting the size, binding, paper, color, and cover finish options for your Product. Each Variant you create will require using the Configurator, even if some of the files are the same.

For example, if you have a Black & White, 6x9 book in Paperback and Hardcover, you can use the same interior file for each Variant.

Note: If no Variants are created when entering your Product details, you will connect Lulu xPress directly to the Product. Adding a Variant later will create a second Variant using all the options and files uploaded.

The title will pre-fill with the title you created for your Product. You are free to edit this as you see fit.

Upload the PDF for your interior and we'll check it against our print requirements to ensure it will print perfectly.

Select your book options:

- Interior Color
- Paper Type
- Binding Type
- Cover Finish

Once all options are selected, you will see the print cost for your book. This is the amount you will be charged for printing your book. You can use our **Calculator** to get pricing estimates and plan your book.

The final step is uploading your cover file. Click **Show Spec Sheet** to download a custom spec sheet (PDF) with the necessary dimensions for your cover, including the spine placement and size, and the trim margins. Use the Spec Sheet to ensure your cover is sized correctly.

Once your cover is ready, upload it and **Save**.

You've successfully connected a book to Shopify using Lulu xPress!

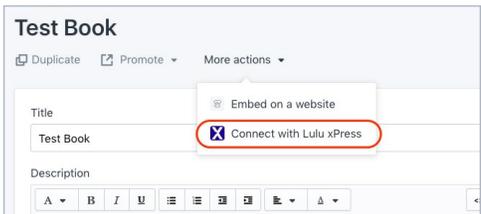


Figure 7: Connect A Book

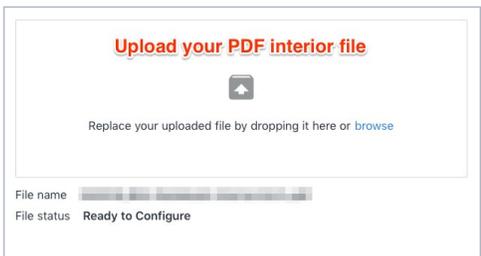


Figure 8: Upload Your PDF

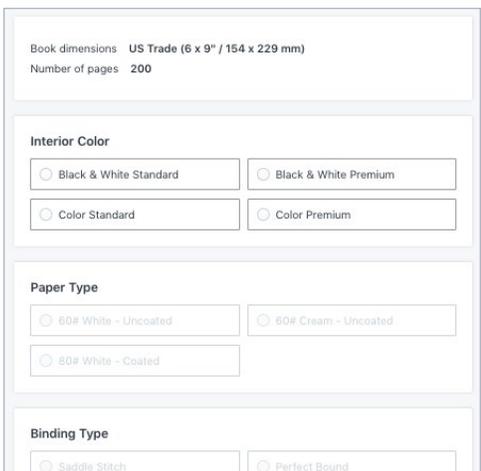


Figure 9: Book Options

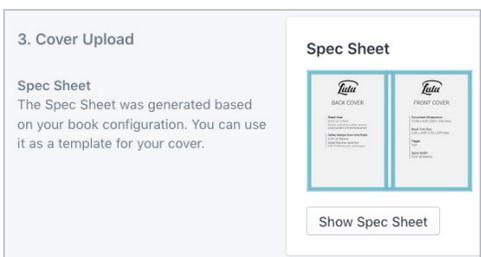


Figure 10: Cover File

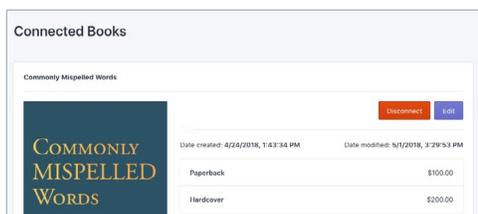


Figure 11: Connected Books

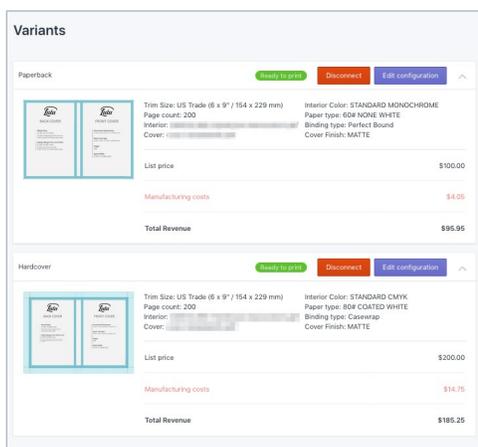


Figure 12: Variants

View Your Connected Books

Now that you've Connected a Lulu xPress book to your Product, you can see all connected books in the Lulu xPress app. Go to **Apps > Lulu xPress** from the Shopify Dashboard to see your connected books.

Notice in *Figure 12*, there are two Variants listed – a Paperback and a Hardcover. Click **Edit** to see additional information about each Variant.

This screen provides a couple of options:

1. Disconnect

This removes the connection between this book and the Product (on Shopify). If you disconnect a Product and decide you want to connect again, you will need to create a new product and go through the previously listed steps to Connect.

2. Edit Configuration

This option allows you to make changes within the Book Configurator. Add a new interior or cover file, or change the print options without disconnecting.

Note: *Editing the description, title, Variant pricing, and other Product related details must be done through the Products page.*

Exploring the Lulu xPress App

You've got a book ready for sale! Congratulations!

Now that your book is created, you can put it on your Shopify storefront and start selling! If you haven't created a storefront yet, you can learn more about how do to that from Shopify's guide

The Lulu xPress app has a few more features we'll explore to help you make selling quick and easy. Just navigate to the **Apps > Lulu xPress** from the Shopify Dashboard. You'll see your Connected Books page and on the upper right you'll see three tabs:

- Connected Books
- Calculator
- xPress
 - a. Account Settings
 - b. Orders
 - c. Payments
 - d. Help

Calculator

The Lulu xPress **Calculator** allows you to select the options you choose in the **Book Configurator**, as well as adding shipping and quantity, to see what you will be charged for an order.

Use the **Calculator** to determine the print and shipping costs for your Product. Once you know how much the production costs will be, you can set a price through Shopify's **Products** section to cover your costs and earn a profit.

xPress: Account Settings

Your account settings contain the personal information we stored when creating your Lulu xPress account. This includes your login data, contact information, billing address, and stored payment data (if you opt in to recurring payments).

Lulu Login Data

Your login data consists of a first and last name, email, and password. This login works across the Lulu network, providing access to the following Lulu platforms using our single sign-on method.

- Lulu xPress <xpress.lulu.com>
- Lulu Developers Portal <developers.lulu.com>
- Glasstree <glasstree.com>

You may update this data at any time, though we require a valid name and email address to maintain your account.

Contact Information

We use your account email as a default contact email. If you route emails regarding orders to a specific email (such as a customer service email), you can enter that here. This allows you to control how we contact you regarding any issues or questions about an order.

Likewise, we'll use the phone number entered as a contact number for our shipping providers. If your customer enters a phone number during check out, that phone number will be used by our shipping providers to contact the buyer.

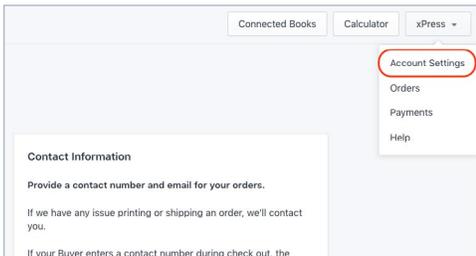


Figure 13: Account Settings

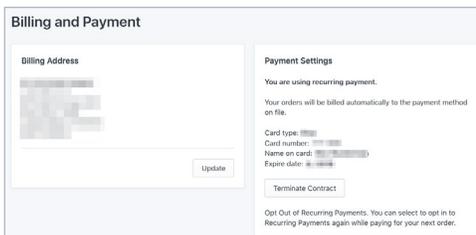


Figure 14: Billing and Payment

Billing Address

Be sure this address matches the address on file with your credit card provider. An address mismatch can cause a payment failure and may delay the processing of your order.

Payment Settings

While paying for an order you will have the option to set a “recurring payment.” If you opt in to this service, we will securely store your credit card information to allow for immediate payment of print and ship costs at the time of ordering.

Recurring payments allow us to provide you a fully automated ordering, printing, and shipping service through Lulu xPress. You can opt out of recurring payments at any time in this Payment Settings screen.

Note: To update your recurring payment options, you will need to cancel the existing saved payment method, enter the new method while paying for an order, and opt in with the new information.

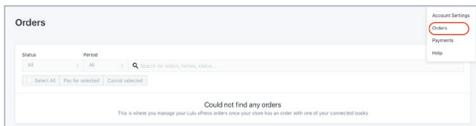


Figure 15: Orders

xPress: Orders

The Orders screen will list all orders placed through Lulu xPress. You can track pending orders, in production orders, and reference past order information here.

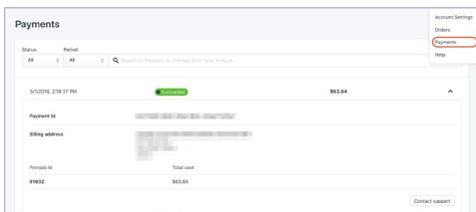


Figure 16: Payments

xPress: Payments

The Payments screen shows information about payments you have made to Lulu xPress for printing and shipping orders. This information is particularly useful for referencing an order with our support team, using the Print ID and Payment ID.

xPress: Help

The Help link will redirect you to the Lulu xPress FAQ page, with answers to many common questions about using Lulu xPress.

Appendix A: Additional Lulu Resources

Video Tutorials

- Getting Started
- Connecting Products
- Order Management

Resources

- Spec Sheet
- Lulu Community
- Author Toolkit

Appendix B: Shopify Resources

- Encyclopedia
- Guides
- Forums
- Business Tools
- Paid Services