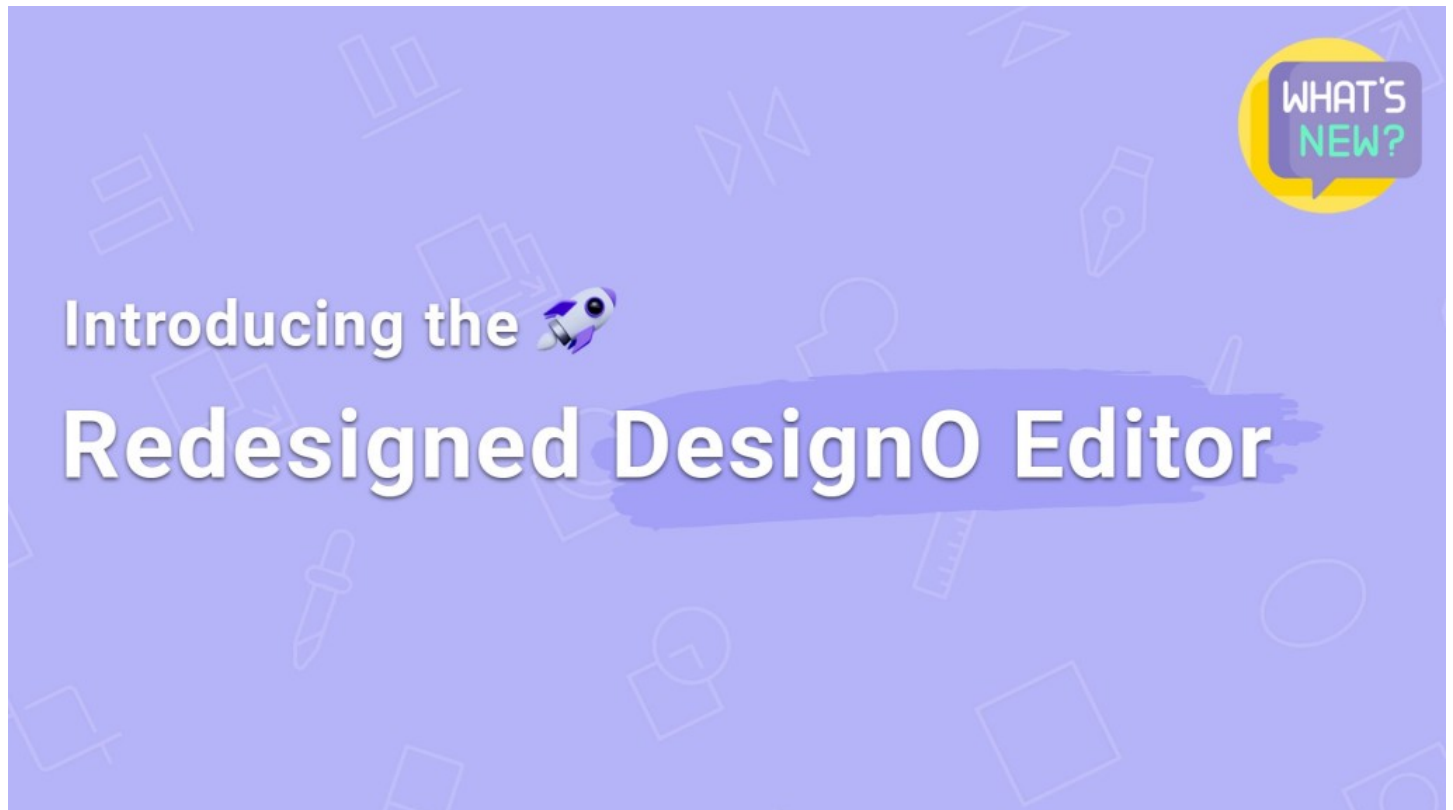


DesignNBuy Launches Redesigned DesignO Editor to Make Online Product Personalization Simpler for Shoppers

DesignNBuy has launched a redesigned DesignO editor that helps online shoppers personalize products faster by editing directly on their design.



Dallas, Texas Jun 10, 2026 ([Issuewire.com](https://www.Issuewire.com)) - [DesignNBuy](https://www.DesignNBuy.com) has launched a fully redesigned version of [DesignO](https://www.DesignO.com), its online product personalization editor used by web-to-print, print-on-demand, and merchandise stores worldwide. Web-to-print software lets businesses sell customized printed products online, where a shopper adds their own text, logo, or photo to an item before placing an order. The update changes how that editing works, with the stated aim of making it quicker and clearer for everyday shoppers rather than trained designers.

The editor is the point where an online shopper either completes a personalized product and orders it or leaves without buying. Across much of the industry, these editors have relied on popup windows and layered menus that pull the shopper away from the product they are working on. According to DesignNBuy, that friction is a common reason shoppers give up partway through, before adding the item to the cart.

The redesign reorganizes the editing screen so the product design stays visible at all times. The workspace now adjusts on its own as side panels open and close, so the design is never hidden behind a panel. Shoppers can edit text by clicking directly on it and typing, instead of opening a separate window, and the formatting options appear in a toolbar above the design when text is selected. When any item on the design is selected, a small set of controls for actions such as copy, duplicate, and delete appears right next to it.

Switching between the different sides of a product, such as the front and back of a t-shirt, now happens through tabs at the bottom of the screen that stay visible, removing the need to open an extra panel. The preview, which shows how the finished item will look in both flat and three-dimensional views, now opens beside the design rather than covering it, so a shopper can check the result and keep editing without closing anything. Print production guides such as bleed and safe area, the margins that keep text and images from being cut off when an item is printed, are grouped together with clear labels instead of being spread across small pop-ups. Layer controls, which let a shopper manage stacked elements in a design, have also been moved into a single panel that opens alongside the work.

DesignNBuy states that every change came from observing how real shoppers use the editor and that the update is a structural rebuild rather than a visual refresh. For store owners running web-to-print, print-on-demand, merchandise, photo, or business-to-business storefronts, the company points to several intended outcomes: fewer designs abandoned at the personalization step, a shorter path from starting a design to adding it to the cart, and fewer support questions from shoppers confused by the editor.

The redesigned DesignO editor works with Shopify, WooCommerce, Magento (Adobe Commerce), BigCommerce, and custom storefronts. It is available now to existing DesignO customers and does not change the products their shoppers personalize.

DesignNBuy is a web-to-print software provider serving print service providers, merchandise and promotional companies, and business-to-business print operations internationally. Store owners can request a demonstration of the redesigned editor through the DesignNBuy website at www.designnbuy.com.

Media Contact

DesignNBuy WebToPrint Pvt Ltd.

*****@designnbuy.biz

<https://www.designnbuy.com/>

Source : DesignNBuy WebToPrint Pvt Ltd.

[See on IssueWire](#)