

# shopLAstyle.com

## Great Styles...Great Service...and Great Gift Cards Printed on Site with Zebra Card Printer

Cynthia Rojas' original concept behind shopLAstyle.com was to create a site that features great Los Angeles based designers.

"Some great designers, such as Louis Verdad, Gorjana, and Vince, are based out of LA and we were very excited to be one of the first sites to ever carry these lines," explains Rojas. "Later, we came across terrific lines such as Rebecca Taylor and Notify, who happen to be based out of New York and Italy respectively, and we just couldn't pass them up. So, although we mainly carry Los Angeles designers, we won't pass up lines that aren't LA based.

"We provide our customers with great clothing from a variety of designers and an easy to use site that gets orders quickly to our customers, for which we get raves," adds Rojas. "From simple C & C California tees designed by two California girls to the sexy, yet feminine, designs of Sass and Bide, designed by two Aussie girls, ShopLAstyle has evolved into a site that is dedicated to showing our customers exciting fashions that can't necessarily be bought elsewhere.

"Because fashion is constantly changing, so does our site. We receive new merchandise on a weekly basis so customers check back often and sign up for our mailing list to receive emails about new items and special offers," Rojas emphasizes. "That's why we felt it was so important to create our own gift cards on site and on-demand. Buying a large quantity of pre-printed gift cards from an outside vendor didn't make sense to us."

AB&R's solution to the client's ID verification issues was to create a custom application that would provide real-time verification of ID credentials and access authorization using wireless portable data terminals and Zebra P640i card printers. The enhanced features of the P640i enabled the issuance of highly secure ID badges that serve both as employee identification and access verification. While the current system utilizes bar code technology to verify each distinctive credential, it is designed to accommodate migration to new ID cards armed with UHF RFID technology. UHF RFID credentials enhance ID verification by leveraging time and distance as factors in data recognition and retrieval.

The online fashion retailer purchased a Zebra P330i to create its own gift cards. The best-selling card printer on the market, the P330i, a single-sided, full-color plastic card printer/encoder, prints sharp, readable bar codes, ID photos, graphics and text, edge-to-edge, in just seconds. It features Zebra's revolutionary i-Series functionality, which simplifies card printing via automatic driver configuration, intelligent color optimization and a special RFID system for ribbon image counter and ribbon low notification.

"We sell the most gift cards around the holidays," Rojas informs. "We custom print each gift card with the denomination and a code number. At present, I'm the only one printing cards. However, it is so easy to learn to operate, that I'm not worried about staff creating cards in the future.

"We really like the flexibility of creating our own cards and would recommend that any retailer do so," Rojas suggests.

### About Zebra Card Printer Solutions

A world leader in desktop card printers, Zebra Card Printer Solutions is a division of Zebra Technologies Corporation, which delivers innovative and reliable on-demand printing solutions to businesses and governments in 100 countries around the world. A broad range of applications benefit from Zebra brand thermal bar code label and receipt printers and plastic card printers (formerly branded Eltron®), in addition to RFID and real time locating systems, resulting in enhanced security, increased productivity, improved quality, lower costs and better customer service. Information about Zebra card printers can be found at [www.zebracard.com](http://www.zebracard.com). Information about Zebra Technologies can be found at [www.zebra.com](http://www.zebra.com).

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