



August 8, 2011

We are a travel fashion and accessory boutique located in Steveston Village, Richmond, B.C.

I introduced the Chipblocker Smart Card Defender Sleeves for credit cards in June, 2011. Due to its popularity and because of customer demand, we introduced the Passport Blocker one week later.

The Chipblocker Smart Card Defender Sleeves have been an easy sale for us and make a great impulse purchase when placed by the register. An informational emailer to our customer mailing list resulted in a flood of responses and purchases.

In addition to a sign, we keep a print out about the Chipblocker Sleeves at the cash out counter. When a customer pays with a credit card we review the card for its vulnerability and bring out our printed facts to support that threat. By informing our customers about how to protect themselves against fraud they have been especially appreciative of us.

Additionally, once a customer learns of their vulnerability to credit card pick pocketing, it's not a difficult step to convince them to protect their passport from the same risk.

Sales have been brisk and steady. Within only a month I repeated 3 times on the Chipblocker Sleeves. I will definitely continue to promote this product as a valuable resource to our customers.

Vicki Hodgson
Owner

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