



## **TheGiftCardCafe.com Launches a New Gift Card Service for Web Designers to Add E-Commerce Functionality to Their Design Packages in Less Than 5 Minutes**

*C&G Innovations has developed a platform for Design firms to offer a service that will enhance their capabilities without increasing workload or development time.*

San Diego, CA, October 11, 2007 --(PR.com)-- Small website design companies have been looking for ways to enhance their arsenal of e-commerce products and services for many years. This is particularly significant as more and more companies engage consumers online through gift card or gift certificate sales. As of 2007, national gift card sales have exploded to nearly 97 billion dollars annually, and according to the NFR (National Federation of Retailers), nearly 18% of consumers said they purchased a gift card or certificate online which accounts for 17.2 billion dollars annually.

[TheGiftCardCafe.com](http://TheGiftCardCafe.com) is an e-commerce solution that will enhance the value proposition for a design firm's new and existing clientele. Design firms can easily add value to their static website packages by offering a Free Gift Card Shopping cart & credit card payment service to their clients for no additional cost or development time.

Many small businesses offer in-store gift card or gift certificate sales to their consumers but have been reluctant to offer them online due to the initial investment and monthly costs associated with such a venture. The average investment, for a simple e-commerce solution, can be upwards of \$1,700 over the year of implementation. That's a pretty tough pill to swallow for a small business if they only sell a handful of gift cards online.

TheGiftCardCafe.com is the perfect solution for Salons, Day Spas, Restaurants, Coffee Shops, or any other industry that currently offers gift cards or gift certificates, but does not have the capability to sell their cards or certificates online. With the launch of this free gift card shopping cart service and payment processing system, designers can now offer an e-commerce solution that will enhance their portfolio of services, and provide a solution that will transform a static site into a revenue generator for their clients. A fully functional, branded, secure shopping cart can be added to any site by just copying & pasting 2 lines of HTML code, usually in less than 5 minutes.

The beauty of this shopping cart is that Web Designers can now instantly add value to their clients' and design services by including TheGiftCardCafe.com shopping cart as part of their design package. TheGiftCardCafe.com is simply the easiest way for web designers to integrate an e-commerce solution for gift card sales to their existing web design package.

For more information visit: <http://www.thegiftcardcafe.com>

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