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## Period Paper Hires Guidance for a Site Revamp

*From Redesign and Replatform to Hosting, Guidance Launches the Newly Developed Online Store*

**MARINA DEL REY, Calif. – October 23rd, 2010 –** Guidance

([www.guidance.com](http://www.guidance.com)), which helps online retailers achieve market domination by building captivating and engaging online experiences, announces the launch of [PeriodPaper.com](http://PeriodPaper.com). Period Paper is an online store that specializes in original antique and vintage prints.

What started as an eBay store back in 2004, Period Paper has grown to become its own independent store catering to over 25,000 customers in 40 countries worldwide. With an increase in traffic and sales, Period Paper's founders contacted Guidance to redesign, replatform, and host their online store in order to improve its user-friendliness while maintaining aesthetic appeal.

Guidance built the new site on Magento Enterprise and features over 200,000 SKUs of original images and advertisements from archives, books, and prints.

During the development of PeriodPaper.com, Guidance also offered branding and strategy, information architecture, visual design, and technical design and development services.



*PeriodPaper.com*

Additionally, Guidance developed custom-coded a feature that allows buyers to purchase a print outright, or “make an offer” for any original item. When available, users can purchase a reproduced copy of the original print and select from a variety of paper materials to have it printed on. They can also choose to purchase a digital downloadable file version of the print.

Site features include user ratings & reviews, product tags, recently-viewed history, up-selling and cross-selling techniques like “You Might Also Like” and “More from this Collection,” category search, suckerfish navigation, *ShareThis* plugin, and community polls, among other features.

“With such an extensive and unique inventory, Period Paper was an exciting client to work with,” said Jon Provisor, CTO and Co-Owner of Guidance. “We were devoted to redesigning the website in a way that would complement and accentuate the vintage art prints available for purchase.”



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For almost 15 years, Guidance has designed and built hundreds of successful Web sites for companies in a variety of industries including entertainment, retail, and consumer products. Clients include Foot Locker, Z Gallerie, Drum Channel, and Pollstar. To learn more about Guidance's work, visit <http://www.guidance.com>.

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## **About Guidance**

Since 1993, Guidance ([www.guidance.com](http://www.guidance.com)) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. To date, Guidance's systems have facilitated over \$3 billion in online sales. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, The Coffee Bean & Tea Leaf, ONEHOPE Wine, Relax the Back, Quark, and many others. Partners include: Microsoft, Magento, Mediachase, ATG, and Telligent. Guidance is based in Marina del Rey, Calif.

## **About Period Paper**

Period Paper was founded in 2004 and has served more the 25,000 customers in 40 countries worldwide. Period Paper specializes in original antique vintage prints and offers a broad collection of print types across many genres. With over 35,000 original items in inventory available online, Period Paper is a leader in offering fine art print reproductions and digital file downloads for items in public domain or out of copyright. Popular print items include lithographs, engravings, photogravures, common prints, and original print advertising. For more information, visit [www.periodpaper.com](http://www.periodpaper.com).

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