

# Charmant USA

## MarkMagic Case History

**CYBRASOLUTIONS**   
**1.800.CYBRA.88**



## MarkMagic

Charmant manufactures and ships optical frames from 11 distribution centers all over the world. The 47-year-old company manufactures over 5,000,000 frames per year, making them one of the top five manufacturers in the world, with sales in over 70 countries.

According to Deborah Kacerek, Manager of Information Technologies for Charmant, USA, "Our former bar code labeling and forms management system was outdated. CYBRA's MarkMagic worked wonders for us. Changes and enhancements that took anywhere from two to three days with our old system, now take a fraction of the time with MarkMagic."

MarkMagic's ease of use and low maintenance was very appealing to Charmant. "Now, there is no need for us to learn how to program streams for thermal transfer printers. MarkMagic does all the work," says Kacerek. Without MarkMagic, Charmant had to write printer commands themselves.



### 🕒 | MarkMagic Helps Keep Charmant on the Red Carpet

What do Jennifer Lopez, Mary J. Blige, Lenny Kravitz, Sharon Stone, Donatella Versace, Claudia Schiffer, and Snoop Dogg have in common?

All these top celebrities have all been photographed wearing frames from CYBRA customer Charmant USA.



The advantage of having a system that effortlessly integrates forms and label printing with the company's current applications was "like a dream come true for Charmant," says Kacerek.

Because MarkMagic can support hundreds of different types of printers, Charmant found it to be a great value. "MarkMagic offered a total solution for Charmant's needs for both labels and forms," adds Kacerek. Additionally, CYBRA Corporation offered everything necessary for the solution such as printers, scanners, ribbons, labels, etc. According to Kacerek, "CYBRA's expertise in barcoding was without question another benefit for Charmant."

### 👉 | MarkMagic shines

"MarkMagic for the System i gives us confidence that we can deal with any problem that might come up. It is a great product," concludes Kacerek.



We identify with success.

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