



**FOR IMMEDIATE RELEASE**

## **Kassoy Debuts TJS ZeroShrink® RFID Inventory Tracking System**

Plainview, New York – September 3rd, 2010 – Kassoy LLC, the world leader in jewelry supply, today announced the debut of the ZeroShrink RFID System. The announcement comes in conjunction with the mailing of the company's latest issue of *The Jeweler's Resource*, a 12-page sale flyer featuring several new products and special pricing on best-selling items.

RFID (radio frequency identification) is a system comprising of software, readers and tags. The tags are tracked by the reader(s) using radio waves. First used during World War II to identify aircrafts, it's most notable applications today include Electronic Toll Collection (EZ Pass), Animal Identification, Operating Room Safety/Inventory, Libraries, Race Timing and widespread Inventory-Analysis. RFID technology is now making an impact upon the jewelry industry.

Affordable (entire package is under \$500) and user-friendly, the ZeroShrink Express Starter Kit from Kassoy provides a never before seen stand-alone solution for RFID (Radio Frequency Identification) inventory tracking. Named as "Best Tech Tool" by JCK Magazine, this kit allows you to complete physical inventories in a fraction of the time previously spent fumbling with product and tags. Each kit comes equipped with ZeroShrink Express Edition Software, a USB Item Scanner and 200 RFID Label Tags that fit easily within most bar code labels.

"We are proud to present a product that allows our customers to utilize the latest in inventory technology at a price within their budgets," commented Joanne Slawitsky, President. Slawitsky continued, "RFID is a valuable tool for retail locations of all sizes."

For more information contact [sales@kassoy.com](mailto:sales@kassoy.com). To request a catalog, call Kassoy toll-free at 1-800-4-KASSOY (1-800-452-7769) or internationally at 516-942-0560.

### **About Kassoy LLC**

Headquartered in Plainview, New York, with a Manhattan showroom, Kassoy has been providing all types of jewelers with the supplies they need for over 75 years. What began in 1936, as a supply company for diamond dealers, today boasts over 3,000 different SKUs, and a complete product line of more than 40,000 items for every professional in the precious metal, gemstone and jewelry industry. An innovator in the industry, Kassoy first made bar-code jewelry tags available to retail jewelers in 1987 and continues as a leader, delivering new products, solutions and technology to the jewelry industry year after year. For more information, visit <http://www.kassoy.com>.

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