New E-commerce Site Quickly Builds Customer Confidence with GeoTrust SSL Certificates

At Fibers.com, customers can create custom t-shirts, hoodies, and other apparel using a vast library of unique artwork. The company's powerful yet simple web-based design tool allows anyone to create a unique look for any occasion. In addition to its web site, Fibers.com also boasts a sizable following on Facebook and maintains a blog focused on fashion and style. Founded in 2009, the company is based in Sacramento, California, and sells its products worldwide.

Challenge: Protect Data, Inspire Customer Confidence, and Control Costs

Fibers.com prides itself on a rapidly growing library of 25,000 t-shirt designs that can be completely personalized by customers. Users can also upload their own art or use over 8,000 images in the Fibers.com collection to create unique apparel. That's the reason why the site has thrived since its launch, growing from a small specialty shop to a successful e-commerce company. "We custom built our design tool to create a one-of-a-kind experience for all of our users that's fun and easy," says Josh Lohr, Marketing Manager at Fibers.com. "That's what separates us from the competition, and why our customers come to us instead of someone else."

But having a unique online design tool isn't enough. "We can draw potential customers to our site, but they won't buy our products unless they trust us," says Lohr. "It's essential that our customers know we can secure their credit card transactions and protect their personal information and art uploads. If we don't have their trust, we don't have anything."

Lohr and his team needed robust security to protect their customers, but the company also needed a cost-effective solution that could grow with their needs. "As a new company just starting out, we were very conscious of cost," says Lohr. "We knew we had to find an SSL certificate vendor that was credible and well-known, but also offered great value for the price."

Solution: Worry-Free Security from a Recognized SSL Provider

After considering several SSL certificate providers, Lohr and his team opted for GeoTrust . "We searched around and decided pretty quickly to go with GeoTrust," says Lohr. "We wanted to convey from the get-go that we were a legitimate, safe site and the GeoTrust name is one our customers recognize and feel good about."

Initially, the Fibers.com team chose GeoTrust® QuickSSL certificates, a solution that met the company's need for basic encryption. As the company grew, Fibers.com upgraded to True BusinessID Wildcard. "When business picked up, GeoTrust grew with us and gave us the features we needed, mainly the ability to secure transactions across several sub-domains," says Lohr. "GeoTrust has been able to meet our needs perfectly, providing us with strong security at an affordable price as our company has evolved."

Lohr also appreciated the fact that GeoTrust certificates are easy to implement and manage. "Our team installed the certificates on the site and the process was smooth and

Solution Summary:

When custom t-shirt company Fibers.com launched its online store in 2009, it needed a name customers could trust to secure e-commerce transactions and build customer confidence in its web site. The Sacramento, California-based company turned to GeoTrust for SSL certificates and has stuck with them as the business has grown from a small startup to a successful business with customers around the globe.

Industry:
- Online retail

Key Challenges:
- Secure transactions to earn customer trust and build confidence in new business
- Differentiate company in a highly competitive market
- Find effective, affordable security ideal for a fast-growing start-up company

Solution:
- GeoTrust® True BusinessID Wildcard

straightforward," he says. "There's a lot that goes into getting a new e-commerce business off the ground, and with GeoTrust, securing our site is easy. It's one less thing we have to worry about so we can focus on other parts of running the company."

Results: Building Customer Confidence and Boosting Sales

Since its launch, Fibers.com has experienced strong growth despite a tough economy thanks in part to the peace of mind that GeoTrust SSL certificates provide. "E-commerce can be incredibly competitive, especially when it comes to t-shirts and other apparel," Lohr says. "With GeoTrust, we've been able to build confidence in our site and set our company apart. That's definitely played a big part in boosting our sales, and it's been a vital part of our business."

Lohr has been particularly impressed by GeoTrust's strong reputation for online security. "When I shop online, I always check to see what kind of security a site uses and I know that our customers are looking for the same thing," he says. "That's why we've made it a point to include the GeoTrust True Site Seal on the bottom of every page of our site. With the GeoTrust name on every page, there's no doubt that our site is secure so our customers can shop with complete confidence that their purchases will be safe."

Future: Expanding Product Lines to Spur Even More Growth

Fibers.com continues to add to its product line and is planning to greatly increase its selection with more graphics and new styles of clothing. "We're always adding new artwork, but there's going to be a massive expansion of our product line that includes adding several new materials to our eco line," says Lohr. "GeoTrust SSL has been part of the site since the very beginning, and it will continue to be part of the site as we grow even more."

About GeoTrust

The internet's one million most-visited domains rely on GeoTrust SSL more than any other certificate authority.* GeoTrust is the largest low-cost SSL brand solely focused on security. With GeoTrust, you get inexpensive SSL without sacrificing convenience, choice or reliability. We're a trusted security partner with a proven track record for reliability, quality and convenience.

Results:

- **Experienced rapid growth thanks to well-known, credible security**
- **Minimized online security costs during startup phase and keeps ongoing costs low**
- **Instills confidence on every web page with GeoTrust True Site Seal**

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–Josh Lohr, Marketing Manager, Fibers.com

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