

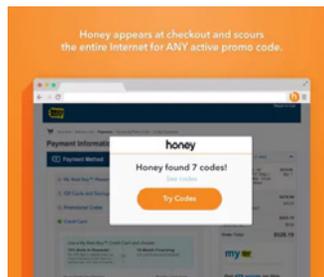
## CHROME EXTENSIONS TO SIMPLIFY YOUR LIFE

About 10 years ago, Google introduced Chrome, which has slowly nudged out its competition to become the most used browser on the web. Part of its charm is that it gives us the ability to add helpful extensions to our browsing experience. Extensions are little apps which can connect websites and interact with web pages. They're like robots waiting to help you gather information, speed things along and even transform documents & images.

If you haven't explored the world of extensions, I recommend you hop over to the Google Chrome Web Store and take a look! There are all kinds of time-saving options available. So many that it can actually be overwhelming to choose which ones you should install. The Saffire team and I put together a list of some of our favorites extensions that have improved our team's digital life to help you narrow it down!

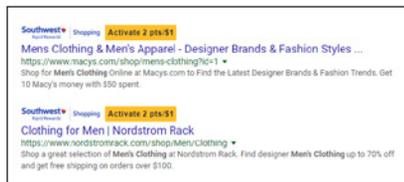
### Honey

Honey tells you when you can save money when shopping online. Click on the Honey button during checkout and Honey will automatically apply any coupon codes available on the web to your shopping cart. Click on the Honey button on a supported online store website and instantly see all the coupons and sales available for the store before you head to check out.



### Rapid Rewards Shopping Button

Southwest Airlines has one of the easiest and best rewards systems in the industry and they just made it easier to earn points! Southwest wants to make sure that you never accidentally forget to activate your Rapid Rewards points when shopping at one of their 800 popular partner stores online. This new tool will alert you when you're shopping on a website that offers bonus Rapid Rewards points. This Rewards button will even let you see points you can earn in your search engine, allowing you to easily compare earning rates at different stores.



### Amazon Assistant

I love a good deal and Amazon helps me find the best deals online! The Amazon Assistant extension shows Amazon pricing on products while you are on



other websites. It gives you access to the Deal of the Day, Product Comparisons, Universal Wish List and shortcuts to popular Amazon destinations right in your browser.

### Awesome Screenshot

So let's say that you have a new website and you want to show it off but can't always link to it. The Awesome Screenshot extension takes amazing entire webpage screenshots for you to save as an image. Another great feature of this extension is that you can record your screen.



### WhatFont

WhatFont can identify any font used on a web page. When you use WhatFont on your own websites, you can ensure you have consistent branding by always using the same size & type of fonts. You will never have to wonder if you are using the correct font ever again.



### ColorZilla

This extension includes an advanced eyedropper, color picker, gradient generator and other colorful goodies. The dropper allows you to highlight over any color and generate its custom color name. This is handy for keeping consistency in your brand by using the same colors.



These are just a few out of hundreds of great extensions available. There are too many great ones to list! Do you have a favorite extension that improves your digital life and that we didn't mention? If so, let us know at [info@saffire.com](mailto:info@saffire.com)!

**Kendra Wright** started her career managing non-profit fundraising events. Then in an "about face," she took a job managing global Internet strategies at a Fortune 1000 company in 1995, just as the Internet came to being. She left that company in 1998 to found Wright Strategies, working with clients like KEEN Footwear, Nike, Jeep, Chrysler, Intel and Panasonic. Then in 2009, Kendra launched Saffire to do integrated online marketing and ticketing for hundreds of events, venues and destinations. It's been a wild ride! Kendra can be reached at [kendra@saffire.com](mailto:kendra@saffire.com), and more information about Saffire can be found at [www.saffire.com](http://www.saffire.com).