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## **JPMA/CREDIT COLLECTIVE RELATIONSHIP PROVES THAT AFFINITY PARTNERSHIPS REALLY WORK**

### *JPMA Looks To The Credit Collective To Help Keep Its Manufacturers Strong*

Evergreen, CO (8/26/2011) – When you think of trade group affinity partnerships, you think of companies that provide services like shipping, payroll and credit card processing. That’s why when The Credit Collective, an industry-specific, credit referencing company, approached Mike Dwyer, Executive Director of JPMA three years ago, to become an affinity partner, he was a bit surprised.

“Trade Associations are traditionally very hands-off when it comes to working in credit areas. Although having financially fit members is extremely important to us, credit has just not been an area of expertise for us in recent years,” said Dwyer. But The Credit Collective isn’t what you think of when you think of a credit company. It’s a new-age, wiki-style information gathering and reporting system that helps companies in specific markets monitor the health of their own industries. The quality of the credit information and sales leads generated by the Credit Collective enticed JPMA to incorporate the service into its member benefit offerings as the sole-endorsed credit group and affinity partner for JPMA member manufacturers.

According to Wikipedia, “Affinity marketing traces its recent roots to the 1990s affinity boom, when credit card companies partnered with charities to provide consumers with a charity branded credit card. The charity benefits from increased brand loyalty and brand awareness and a boost to revenues; typically through a fixed commission for each new card. The credit card company meanwhile benefits from increased revenue, generated by more customer relationships.”

Since their advent, affinity partnerships have evolved. There are currently several ways they work. In some, the affinity partner contributes a percentage of its revenues to the endorsing trade group in the form of a royalty. Another way is that the partner offers a substantial discount to the endorsing trade group’s members. The JPMA opted to set up the latter type of relationship with The Credit Collective with the belief that its members needed the savings more.

Not only has The Credit Collective’s affinity partnership with JPMA saved its members thousands of dollars in their subscription fees, but it’s helped them to open new accounts and avoid losing money from bad-paying customers. According to Dwyer, “We have been pleased with the efficiencies of The Credit Collective’s online credit check process as well as the bank reference feature, pre-collection letters and development of sales leads that are highly beneficial

for small and large companies in our industry. We look forward to a long affinity relationship with The Credit Collective.”

### **ABOUT THE JUVENILE PRODUCTS MANUFACTURERS ASSOCIATION (JPMA)**

JPMA is a national trade organization representing 95% of the prenatal to preschool industry. Today, JPMA represents 250 companies in the United States, Canada, and Mexico who manufacture, import and/or distribute infant products such as cribs, car seats, strollers, bedding, and a wide range of accessories and decorative items.

JPMA has been recognized as an organization dedicated to enhancing children’s product safety. JPMA’s extensive history of leadership in juvenile product safety includes the development of a comprehensive Certification Program to help guide parents and caregivers toward purchasing juvenile products that are built with safety in mind.

For more information visit [www.jpma.org](http://www.jpma.org)

### **ABOUT THE CREDIT COLLECTIVE**

Created by toy, game, educational and juvenile manufacturers, The Credit Collective is the largest, integrated vendor credit and sales management company in the North American Children’s industries. The company protects markets and the companies that sell within them by helping safeguard suppliers’ accounts receivables, improving their cash-flow and generating qualified sales leads that are pre-approved for credit. Through its unique and easy to-use website, The Credit Collective connects nearly 300 manufacturers in Canada and the United States on a minute-to-minute basis.

The Credit Collective currently has affinity partnerships with ASTRA (The American Specialty Retailers Association), CTA (Canadian Toy Association), GAMA (Game Manufacturers Association), JPMA (Juvenile Products Manufacturers Association) and NSSEA (National School Supply & Equipment Association).

For more information contact 303-670-5111 or visit their website at [www.creditcollective.com](http://www.creditcollective.com).

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