

For Immediate Release:
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MAPP TRAP “TRAPS” GHOST E-MERCHANTS WITH MERCHANT DNA®

MAPP Trap Provides Cross Referenced, Real Identification and Contact Information on MAPP Violators

Evergreen, CO (October 5, 2012) – As most manufacturers and retailers are aware, Minimum Advertised Pricing Policies (MAPPs) are becoming the lay of the land. Simply put, if an online retailer wants to sell a manufacturer’s product(s) the merchant must agree to post the “advertised” price of the product(s) at or above a specified minimum. To a large degree, online retailers are good about adhering to their vendors’ policies. Unfortunately, there are many that refuse to do so. Not only do they advertise deep discounts, they disguise their identities and hide behind Amazon, eBay and other websites so the manufacturers can’t figure out who these “ghost” sellers are in order to stop doing business with them.

MAPP Trap, a proprietary search engine being launched this week by The Creditors Network, is the perfect solution for manufacturers – just in time for the critical fourth quarter. The service automatically scours the entire internet to find advertised price violations. It then “traps” the links to those violations and identifies the eMerchants so the manufacturer knows who to contact for policy enforcement. While many companies attempt to do the searching on their own, it’s a huge time commitment that incurs unbalanced labor costs, and it’s largely inefficient in comparison to a system that can perform millions of searches in mere seconds.

“MAPP Trap allows us to monitor violations and correct them with a minimum of time and trouble. It provides a convenient place to collect, view and act on this information in one organized place, and the additional information Creditors’ Network provides to help us contact violators is invaluable,” said Lea Culliton, president of HABA USA, who has been using the MAPP Trap on a pre-launch, trial basis.

One of the hallmarks of MAPP Trap is how it identifies unknown or “ghost” sellers. When the search engine finds a violation, it does additional searches to find information strands (merchantDNA®) about the seller(s). That information, no matter how miniscule, gets cross-referenced through The Creditors Network’s massive database in order to discover the vendor’s true identity. Or, to a surprisingly high degree, multiple identities.

Toy industry trade organizations whose core interest is a healthy specialty toy industry are singing the praises about this valuable high-tech service. Several of the groups have received sneak previews of how the engine works, and were wowed.

(more...)

ABOUT THE CREDITORS NETWORK

Created by children's products manufacturers, The Creditors Network is the largest suppliers' network in the North American Children's industries. The company's proprietary system protects markets by safeguarding suppliers' accounts receivables, improving their cash-flow, generating qualified sales leads, policing MAP Policies and more. Through its innovative and easy to-use website The Creditors Network has connected over 500 companies.

For information on how to get a free demo of MAPP Trap, visit www.creditorsnetwork.com or call 303-670-5111.

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