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## **THE CREDIT COLLECTIVE REBRANDS TO “THE CREDITORS NETWORK”**

### ***The Creditors Network Connects Children’s Industry Vendors Online For Essential Information Exchange***

Evergreen, CO (June 15, 2012) – Nine years ago, the owners of six toy companies got together outside Nathan’s restaurant in the basement of the Javits Center during the New York International Toy Fair. The topic of their conversation was how to get better, less expensive and more relevant financial information about specialty toy stores. By honestly comparing payment experiences, they could each make better assessments of which stores should get terms and which should not. From that conversation The Credit Collective was born.

An innovative concept that capitalized on the strength of business collectivism, the online information trading system allowed those companies to *directly* exchange online credit references, credit alerts and sales leads. The information was specific, timely and therefore, immensely helpful. The collective is fiercely proud of helping its members avoid mistakes in shipping to poor accounts, and providing information that has led to healthy growth of its suppliers.

Since that meeting, nearly 500 companies have used the network. Considered by many to be the Dun & Bradstreet of the children’s industry, the system has gathered and aggregated financial information on more than 30,000 North American retailers. Its proprietary networking software lets network members quickly and easily exchange data that’s necessary to their mutual survival. But over the years, primarily through member requests, the company has evolved what it does to encompass far more than just credit. Therefore, it has rebranded itself as “The Creditors Network.”

“We outgrew the name,” says CEO and co-founder, Ron Solomon. “Even though we will always be a collective, the information that gets exchanged is no longer confined to credit. The original vision was to help businesses communicate directly and in a meaningful way. Now we’re expanding on that vision to help companies manage a more diverse set of vital business practices.”

One way in which the company has diversified its portfolio of offerings was by recently introducing a one-of-a-kind MAPP Violation Alert system. The service allows companies to notify one another about online merchants that violate Minimum Advertised Pricing Policies (MAPP). Once a MAPP Alert is entered, a proprietary algorithm cross-references the violating company with its database to find out if it’s actually operating under another name.

Beyond this, The Creditors Network just announced at its annual member meeting at ASTRA, the beta version launch of a service that automatically monitors the *entire* internet for MAPP violations. The service is not limited to Amazon and eBay resellers, but, rather, can find and identify most, if not all online violators. The company is also working with anti-trust experts to develop an entirely new concept in MAPP policy. Additionally, Solomon says they plan to increase the number of free educational webinars and launch an advanced sales management tool that will help network members manage the thousands of leads they receive through the network in 2013.

## **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.

The Creditors Network is endorsed and/or recommended by ASTRA, CTA, GAMA, JPMA and NSSEA. For more information contact 303-670-5111, email [cs@creditorsnetwork.com](mailto:cs@creditorsnetwork.com) or visit their new website at [www.creditorsnetwork.com](http://www.creditorsnetwork.com).

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