

Barter – it just makes business sense

Members include multinational companies and crown corporations

What comes to mind when you hear “barter”? Primitive trading system? Underground economy?

Not any more. Welcome to the Barter Network Ltd., a modern, sophisticated take on an age-old activity. We are a Business-to-Business (B2B) trading company where companies can trade what they have, for what they need using BNL Trade Dollars.

“We’ve been in business for eight years, winning the trust

and loyalty of 2,500+ clients and growing all the time,” says David Holland, Certified Trade Broker and Vice-President of Barter Network, the largest and fastest-growing barter exchange in Canada

Barter Network traded over \$58 million dollars in goods and services in 2007 and currently trades between \$5-\$6 million in goods and services every month.

“Our clients in Ontario and Quebec range in size from one-person entrepreneurs working out of their basements to multinational corporations to Crown corporations, and everything in between,” says Holland.

“We are their trading partner!” he emphasizes. “That’s not just our tag line, it’s our code of ethics. We take a strong stand on honesty. We promote our members, we care about each

and every trade, we take the time to educate and advise members about all of barter’s pluses – AND minuses.”

What do companies stand to gain from membership in Barter Network – membership that makes all the more sense given the economy and the way it is downshifting?

- Fill in downtime and create value from under-utilized assets, capacity and professional time that are currently yielding no return.
- Increase market exposure through premium advertising media.
- Offset cash operating expenses.
- Bring in new clients.
- Increase your market share.
- Sell overstocked inventory.
- Complement traditional loans and lines of credit.

“Barter has come a long way,” notes Holland. “It’s something

that people really take seriously now. It’s part of their business plans, part of their marketing plans, part of their financial plans.”

And those high-profile members? Via Rail, Rogers Media, Astral Media, Yahoo! Canada and the Toronto Board of Trade have come on board, to name just a few.

Want to find out more about us and why so many companies have embraced our services? Visit www.barternetwork.ca. They give you the straight goods on their operations and processes.

Or call or write – they would love to tell you more about their track record and how barter can have a positive affect on your business.

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