



The Greeting Card Association and GAIN A Winning Combination



The Greeting Card Association (GCA) is extremely pleased to announce that it has reconfirmed its commitment to the Gift Associate Interchange Network (GAIN).

Over twenty years ago, GCA played a pivotal role in the organizing effort behind the credit group now known as GAIN. The GCA endorsement of GAIN continues to be a valued credential.

GCA and GAIN entered into an alliance designed to benefit and promote the ongoing growth of both groups and they are reconfirming this alliance!

What is GAIN?

- * a member focused industry credit group of close to 200 companies in the US and Canada
- * an on-line credit interchange database designed by and for credit managers in greeting card, stationery and giftware related industries
- * state-of-the-art, real time access to *industry specific* credit information in the form of customer experience and flash notices that alert members to significant events that impact the creditworthiness of customers

Why become a member?

The traditional sources of credit information often fall short when it comes to providing the industry-specific information credit managers need to round out a customer's financial profile and payment history.

Credit professionals are discovering that membership in industry credit groups fills the gaps left by generic credit reports, helping them meet the challenge of developing a more complete credit history on customers. The net result is a faster, better informed, cost effective solution for determining creditworthiness.

In an article from Credit Today on a benchmarking survey regarding credit groups, "*The majority also found credit group information more useful, as well as more economical, than credit bureau reports*". To read the entire article, go to <http://www.credittoday.net/public/2242.cfm?sd=42>.

Special Discount Offer for GCA

ABC-Amega as administrative service provider for GAIN, is offering a **\$55 discount off the standard \$545 GAIN membership fee** for all new members who join GAIN through referral from GCA. This represents a 10% savings.

Join with other professional in your industry today who are experiencing the benefits of GAIN membership (www.gaingroup.com)

For more information contact:

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