

## CASE STUDY: Merchant Factors

### CHALLENGE

Merchant Factors provides specialized financing to the fashion industry. The company was successful for decades but recognized that its image needed to change to reach a new generation of designers that could utilize its services.

### SOLUTION

To demonstrate that Merchant Factors was eager to serve hip, young fashion designers, Block & DeCorso developed this high-energy ad. Our media department reviewed a variety of publications and selected **Women's Wear Daily**, **California Apparel News** and other fashion industry publications to reach the target audience.

### RESULTS

Merchant Factors developed new business and opened an office in California where many of the new designers were based.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



**Fast times.  
Quick  
decisions.**

**Let us take you to the next level.** As the leader in factoring and financing for small businesses for 20 years, we help the fashion industry maximize opportunities for growth by keeping cash flowing. Our decisions are immediate because our company is not encumbered by layers of bureaucracy.

**Factoring.** You can look to Merchant Factors to purchase your accounts receivable, guarantee payment of a shipment or service performed on a non-recourse basis, and collect proceeds for you.

**Asset-Based Lending.** Through Merchant Financial Corporation, we offer asset-based lending services that provide working capital credit lines for growing businesses, including service organizations.

**Import Financing.** We offer Letters of Credit to import merchandise for the sale to your customers.

To learn how Merchant can help your clients succeed, call Donald Nunnari at 213.892.6395.

**Merchant.**

**MERCHANT FACTORS CORP.**   
*Keeping you*

[www.MerchantFactors.com](http://www.MerchantFactors.com)

Loans will be made or arranged pursuant to Dept. of Corporations California Finance Lenders License.

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**MERCHANT FACTORS CORP.**  **MERCHANT FINANCIAL CORPORATION**  
*Keeping you on course.*



## BLOCK & DECORSO

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