

# New Buying Group In Canada

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

**Digital ECP Inc. launches In Canada, with a mission to help independent eye care professionals compete with large chains and online retailers**

## ***For Immediate Release***

**Toronto, Ontario, Canada, December 11th, 2014** - "Digital ECP Inc. has been build around the needs of Canadian eye care professionals", says Grant Larsen, President and co-founder. For years buying groups have focused primarily on discounts and consolidated billing to help smaller businesses compete with chains and corporate optical retailers. With the emergence of online retail and the ensuing changes in consumer buying habits, independent eye care professionals need more than better pricing to survive. Digital ECP not only delivers billing efficiency and discounts, but the latest in online technology, digital marketing expertise and "turnkey" promotions to help Canadian eye care professionals grow. "Our select digital tools, extensive industry experience and hands on business support will provide our members the ability to compete with sophisticated online marketers and attract new optical consumers, adds Karen Ouellette, President and co-founder.

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## **About Digital ECP Inc.**

**DIGITAL ECP** was created with the needs of Canadian independent eye care professionals in mind. Co-founders, Karen Ouellette and Grant Larsen, have a combined 35 years of optical industry experience in Canada. Digital ECP provides discounts, billing and business services entirely through digital technology with personalized consulting and customer service. Websites, digital business services, business valuations, education, and multi-media advertising are just some of the tools specifically selected and customized to serve the needs of Canadian eye care professionals. Our industry partners have great brands, specialize in education, optical technology, and represent eye care professionals both provincially and nationally. In addition to great discounts and promotions, Digital ECP will help you succeed in the challenging optical marketplace of tomorrow. For more information visit [www.DigitalECP.com](http://www.DigitalECP.com) or call 1 844 571 0220

