



FOR IMMEDIATE RELEASE: May 2, 2011

A new Saskatchewan-based business is providing the North American metal industry the ability to buy and sell excess metal online. [www.metalconnection.ca](http://www.metalconnection.ca) has been specifically designed to cater to the specific needs of buyers and sellers in the metal industry. This service gives companies the ability to sell their material for a much higher value and gives buyers another alternative to find rare items at a very competitive price.

“All manufacturers, regardless of their industry, accumulate stagnant or excess raw material,” says company President Brad DeCorby. “At Metal Connection buyers and sellers have the opportunity to make a deal amongst themselves. Alternately, some manufacturers may not want to get involved in the selling process, or prefer to keep their identity discrete, and in those cases we can advertise and sell material on their behalf. We handle the entire process by listing the material on our site and proactively locating buyers.”

Historically the problem was connecting buyers and sellers that required the same product. Metal Connection provides the solution for manufacturers to market their material and receive a fair price. Traditionally the seller’s only option was to sell their product to scrap dealers for a small portion of the market price.

On the other side, Metal Connection gives purchasers the ability to find rare material at a very competitive cost. It not only allows buyers another alternative, but they can find the exact quantity they require and not be forced to buy large mill runs and create inventory.

“Metal Connection is dedicated to providing solutions to our members, and we listen to their comments and requests” DeCorby says. “Originally our site was developed around the idea that both buyers and sellers needed to become members before they could utilize our website services. After our initial launch it was soon realized that buyers were very hesitant to sign up to view items for sale. Since we need to give our seller’s product the most exposure possible, we redesigned our site to allow buyers to view posts without signing in”

“Members also have the opportunity to advertise their services within our network. Many companies seek unique services from specialized service providers. Companies can search for qualified suppliers by service and geography.”

**FOR MORE INFORMATION, PLEASE CONTACT: Brad DeCorby, President, Metal Connection, (855) 370-5255, or [bdecorby@metalconnection.ca](mailto:bdecorby@metalconnection.ca)**