



A CANADIAN WEBSITE IMPROVING
CANADA'S FAVOURITE GAME

MY **.CA** IS THE
MOST IMPORTANT
TOOL IN MY
BUSINESS TODAY.



SUCCESS STORIES

My name is Richard Findlay and my
.CA website is www.bladetape.ca.
During a hockey game with some friends
I thought, "There has to be a better way to
tape a hockey stick."

Twelve years and several patent attempts later, there is:
BladeTape, peel-and-stick rubber panels that offer better
grip and performance characteristics than traditional cloth
hockey tape.

My .CA website, bladetape.ca, has been critical to the
success of my business. After Ron MacLean announced
my idea during a *Hockey Night in Canada* playoff

broadcast, we were propelled to over \$100,000
in online business in our first 18 months alone.
Bladetape is now sold in 19 countries worldwide.

Bladetape.ca is the most important tool in my business
today. It's more than just an online store. I use it daily to
interact with customers, market to a worldwide audience,
post pictures, make announcements, answer questions,
and publish testimonials and customer stories. Like the
good people who support me, my .CA website is an
integral and essential part of BladeTape's success.



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