



FOR IMMEDIATE RELEASE
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POWERFUL PARTNERSHIP SET TO HELP BUSINESSES GROW

Hamilton/Burlington, Ontario – Trivaris Ltd., a strategic commercialization firm and SB Partners, a well-established forward thinking accounting firm, have partnered to offer strong business enterprises with *Strategic Innovation Services*. Through extensive leadership experience, services are being offered by this unique and powerful partnership to help businesses achieve growth by assisting with meeting objectives such as: decreasing time-to-market, improving process efficiencies, identifying next-generation products and services, surfacing distribution advantages, cutting costs and connecting to a vast network.

Clarifying a strategic vision is essential to advancing new business models or processes, ultimately making a difference to the enterprise value.

“We have found that an outside view of a business can bring out some questions that were never considered,” said Mark Chamberlain, President and CEO of Trivaris Ltd. “During my time as CEO, I have learned that it is not necessarily knowing all the answers but more importantly knowing the right questions to ask,” he added.

From identifying and implementing next generation of products and services, to exploring process efficiencies, clients of *Strategic Innovation Services* can rely on proven expertise for growing businesses.

“It starts with a commitment to understanding our clients’ needs and aspirations and helping them fulfill their goals for the business,” said John Chisholm, CEO and Partner at SB Partners. “Dedicated and passionate about innovation, we now offer enterprises a way to stimulate new business relationships and rethink their current business practices,” he added.

Whether it is to innovate new revenue streams or to identify obstacles to new idea implementation, the *Strategic Innovation Services* team will help any organization by creating opportunities and developing the internal capabilities to be a leader in the marketing place.

About Trivaris

Trivaris Ltd is a commercialization firm that specializes in unlocking the business potential of innovative ideas. Partnering with individual entrepreneurs and entrepreneurial organizations, Trivaris provides the necessary services and tools – leadership, resources and guidance - for realizing the value of innovative ideas for business success. Charting a path for the commercialization process and providing unique business strategies and methodologies is helping a growing list of companies within the Trivaris family realize their vision.

About SB Partners

SB Partners is a full service financial services firm that helps clients maximize their bottom line to become more productive by increasing efficiencies. We do this through our comprehensive accounting, tax and business advisory services, working with family-owned businesses, privately held companies, not-for-profit organizations, Canadian subsidiaries of foreign affiliates and high net worth individuals.

Media Contacts:

Elaine Holding
SB Partners
eholding@sbpartners.ca
905-633-6354

Cindy Porter
Trivaris Ltd.
cindy.porter@trivaris.com
905-637-7255