



## **DUAL-CURRENCY TRANSACTIONS**

### **A Path to Cash and Profit**

Cash is king. Cash is used, universally, to conduct business because everyone accepts it. In a cash-only environment, a seller's primary method of generating additional sales is to discount the product or service. A qualified seller can avoid discounts by accepting, as part payment, a digital currency that can quickly be converted to cash.

There are currently two such currencies, with supporting systems, in existence:

Switzerland's WIR Trade System (WIR) – Transactions are made using a combination of Swiss Francs with a private, asset-backed, digital currency, the WIR Franc. Members meet strict qualifications for participation and the amount of trade business they conduct is dictated by the amount of cash business done and the amount of unused and unsold capacity and inventory.

American Trade System (ATS) – The model is a duplicate of the Swiss system and is being launched by the Hawk Group to provide services to the American marketplace.

Cash Conversion. Members of the WIR and ATS systems avoid discounts by selling at rack rates and receiving a portion of the sale in cash and a portion in the private currency, which is converted to cash by using it to make dual-currency purchases.

(Additional information can be found on our [website](#))