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# PayPoint launches barcode top-up service for SMARTY mobile

**Welwyn Garden City, 27 May 2020:** PayPoint has launched an exclusive top-up service for SMARTY, the SIM-only mobile network.

Customers that wish to join SMARTY can top-up a SIM pack in-store at any of PayPoint's 28,000 outlets across the country. Retailers can simply scan the serial number on the back of the SIM pack to directly activate a SMARTY plan. Barcode top-up is also available to existing SMARTY customers who can access a barcode by logging into their dashboard via [smarty.co.uk](http://smarty.co.uk), which can then be presented to the retailer to scan.

SMARTY is the first mobile network that PayPoint has partnered with where top-ups will not be applied using an e-voucher or swipe card, but by a barcode which allows credit to be applied directly to the customer's account. The new service will take away the need for consumers to manually input a voucher number or call an interactive voice response number.

Danny Vant, Client Services Director at PayPoint, said: *"We're pleased that we were able to add this service to our overall offering, transforming convenience for both SMARTY customers and our retailers. SMARTY is a mobile network breaking new ground and our new top-up solution matches that ambition."*

Elin McLean, General Manager at SMARTY said: *"We're delighted to launch this service with PayPoint. We're already known for our high-data, low price SIM-only tariffs, but this partnership provides much needed convenience for all new and existing customers."*