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# PayPoint to reveal new store signage at the National Convenience Show

**Welwyn Garden City, 13 April 2015:** PayPoint, the UK's leading retail and payments services provider, will be offering retailers visiting its stand at this year's National Convenience Show their first glimpse of the [new signage](#) which will begin rolling out to its stores later this year.

PayPoint's yellow chevron 'double P' logo has become familiar to millions of consumers, while it is seen over 600 million times every year on customer's receipts. The new signage retains the distinctive yellow chevron but now features a more modern two-tone 'P' to reflect the multi-channel business that PayPoint has become. While the new logo was introduced in retailers in June 2014, PayPoint is now preparing to unveil it to customers.

Held at the NEC in Birmingham, from 20 to 22 April, the show will give visitors to the PayPoint stand (J61) the opportunity to get hands on with a PayPoint terminal, experience the versatility of its 'virtual' PPOS terminal and learn more about the benefits of PayPoint's credit and debit solution, Western Union and CollectPlus. PayPoint will also have an NCR ATM on the stand to demonstrate how it works in conjunction with the PayPoint terminal, leading to substantial cost savings to a retail business.

In celebration of the successful launch of its digital entertainment category – featuring Sony PlayStation, Nintendo, Bin Weevils, Skype and Spotify – PayPoint is giving visitors to its stand the opportunity to demonstrate their gaming skills on a Sony PlayStation 4.

Andrew Goddard, Retail Director at PayPoint UK & Ireland, commented: "The National Convenience Show is the biggest event in the convenience retailing calendar, bringing together the biggest suppliers, wholesalers and retailers in the sector. It's a great opportunity to show retailers the latest developments in the PayPoint range and, this year, to give them a sneak preview into our new look for their shops."

Download an image of the new signage [here](#).

ENDS...

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## **NOTE TO EDITORS**

### **ABOUT PAYPOINT**

PayPoint is an international leader in payment technologies, its solutions transforming payments for everyone from consumer and financial services companies to retailers, utilities, media, e-commerce, gaming and government clients.

PayPoint delivers payments and services by taking the complexity of multi-channel payments and translating it into convenient, simple, value-added solutions. It handles almost £15 billion from 800 million transactions annually for more than 6,000 clients and merchants.

With the backing of 24/7 operations centres with dual site processing, PayPoint is widely recognised for its leadership in payment systems, smart technology and service.

### **Retail networks**

The PayPoint retail network across the UK numbers over 28,200 local shops (including Co-op, Spar, McColls, Costcutter, Sainsbury's Local, Tesco Express, One Stop, Asda, Londis and thousands of independents), where it processes energy meter pre-payments, bill payments, benefit payments, mobile phone top-ups, transport tickets, BBC TV licences, cash withdrawals and a range of other transactions. In Romania, the retail network numbers over 9,000 terminals in local shops, helping people to make cash bill payments, money transfers, road tax payments and mobile phone top-ups. In the Republic of Ireland, over 500 terminals in shops and credit unions process mobile top-ups and bill payments.

Collect+, a joint venture with Yodel, provides a parcel drop-off and pick-up service at more than 5,800 PayPoint retailers. PayPoint's ATM network numbers more than 3,900 'LINK' branded machines across the UK, and 9,700 PayPoint terminals enable retailers to accept credit and debit cards.

### **Mobile and Online**

PayPoint Mobile and Online (formerly trading as PayPoint.net, PayByPhone and Adaptis) handles over 142 million payments for parking, payments and consumer services. In major cities in the UK, Canada, USA, France, Switzerland and Australia, its parking solutions make it easy for people to pay for parking by mobile, as well as providing electronic parking permits, automatic number plate recognition systems for car parks and penalty charge notices.

PayPoint's core online payments platform is linked to 16 major acquiring banks in the UK, Europe and North America, delivering secure credit and debit card payments for almost 4,800 online merchants. Its suite of products ranges from transaction gateway to a bureau service, in addition to value-added services such as FraudGuard, an advanced service that mitigates the risk of fraud in card not present transactions.