

Payatrader signs up leading UK Franchise OvenU – making it easier for consumers to pay by card for services in the home

Northampton, 15th August 2012 - Payatrader.com is helping a leading UK Franchise OvenU to roll out low cost card acceptance services to its franchisees so consumers can pay for cleaning services in the same way as they would a large business – by credit & debit card.



Rik Hellewell, owner and founder of the OvenU franchise said “We are regularly being asked by customers if we can take a card payment, and while some franchisees do accept card payments, most were reluctant to do so because of high set-up costs, monthly fees and complex paperwork. From a brand perspective this created an inconsistency in our service offering, so we searched the market for a card acceptance service that allowed us to take payments without the need for a physical terminal at the lowest cost, and which didn’t penalise us if the service was not used. Payatrader fitted the bill perfectly and is already being used by just over one third of my franchisees with more in the pipeline”

The Payatrader service, which offers an unrivalled number of integrated payment channels, enabling users to take credit & debit card payments online, by telephone, mobile and email, comes without any of the usual monthly fees or other financial or contractual commitments. It’s simple to understand, easy to use and quick to set-up.

First piloted in 2010, Payatrader was specifically designed for small businesses and those that accept low volumes of card payments. It now caters for a broad range of business types from startups with no trading history to very established companies looking to reduce costs or for greater payment functionality, flexibility & control.

Payatrader has seen a number of recent successes in the franchise marketplace and can support both a centralised account model for the franchisor that tracks payments taken by each franchisee and a distributed account model where individual franchises are provided with their own affordable facility.

Bill Thomson, MD said “this is a very simple and transparent service, that’s ideal for small franchisees that need to keep an eye on costs. With Payatrader businesses only pay when they use the service yet still benefit from competitive rates, rich functionality and a straightforward application process - which means facilities can be provided the same day.

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Notes to Editors

1. Payatrader is a credit & debit card acceptance service operated by Acceptacard Limited, provider of the UK's first dedicated, low cost card acceptance solution for small businesses.

2. The solution, first piloted in 2010, was created by a team of payments experts led by Bill Thomson, former MD of Barclaycard Business, to address an unserved market for "low cost, no financial commitment" card acceptance services.
3. Payatrader and Payataxi are part of a wider "Paya" branded portfolio that can be highly segmented for its customers. It includes Payalandlord (in development), Payacharity, Payaschool, Payastore etc. It can also be customised for partners such as franchises wishing to provide card services powered by Payatrader.
4. The company goal is to be the market leader and champion for low cost card acceptance in the micro business market, to give small businesses the payment functionality that would be demanded by large merchants; also, to give consumers the ability to pay for home services and other small businesses by card – as is normal with larger businesses.
5. Acceptacard is part of Richmond International Group, which also has a significant interest in European Payment Services Limited, a tier 1 PCI DSS compliant managed services provider for card processing.
6. Ovenu was first piloted in 1994 and launched by owner and founder Rik Hellewell in 1999. With over 120 franchisees across the UK, OvenU was the first industry Full Member of the British Franchising Association and the only business in its sector with full ISO9001 accreditation.