

Title

Barclaycard announces 100 EAT stores across the UK to go contactless

Summary

Barclaycard has announced that 100 EAT stores are to now accept contactless payments, joining over 9000 other retail outlets in the UK

Body

Barclaycard has announced that EAT, a leading sandwich, soup and coffee shop, will rollout contactless technology and payment across its entire network of 100 stores from mid November. The rollout of contactless follows a successful pilot project in 24 London based EAT stores over the past 18 months.

The rollout, which began in March 2008 and will be completed by mid November, will see [contactless \(http://www.barclaycard.co.uk/personal-home/contactless/\)](http://www.barclaycard.co.uk/personal-home/contactless/) payment available in EAT stores in a range of towns and cities across the UK including Manchester, Birmingham, Oxford and Cambridge. These stores join Barclaycard's ever-expanding contactless payment network, with more than 9,000 outlets now accepting contactless payments across the UK.

Contactless allows customers to purchase items of £10 or under without the need to enter a PIN or sign, with customers requested to enter a PIN occasionally for added security.

Dan Salmons, Director of Payment Innovations at Barclaycard commented: "Contactless is the future of payments and we believe that contactless payment, via card or mobile phone, is one of the safest and most secure ways to pay. We welcome this rollout as it demonstrates how both consumers and retailers are benefiting from the convenience of quick, secure payments with contactless. Consumer feedback highlights the growing demand for contactless and we expect EAT to be amongst the first of many major retailers who will become contactless enabled over the coming months."

Rene Batsford, Head of IT at EAT commented: "For the last 18 months we have accepted contactless payments in over 30 stores in London, and the success and feedback from our customers meant the decision to rollout contactless across our entire network, was an easy one to make. Customers across all our stores can now benefit from a fast, secure way to pay."

Barclaycard and Barclays have issued over four million contactless [enabled credit cards \(http://www.barclaycard.co.uk/personal-home/cards/index.html\)](http://www.barclaycard.co.uk/personal-home/cards/index.html) since [Barclaycard OnePulse \(http://www.barclaycard.co.uk/personal-home/cards/onepulse-hero/index.html\)](http://www.barclaycard.co.uk/personal-home/cards/onepulse-hero/index.html) credit card launched in September 2007 and have the highest market share of contactless terminals in the UK. Other well-known brands such as Prêt à Manger, Coffee Republic, the National Trust, Books Etc and Yo Sushi also accept contactless payments.

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About Barclaycard

Barclaycard, part of Barclays Global and Retail Commercial Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept [credit card \(http://www.barclaycard.co.uk/personal-home/index.html\)](http://www.barclaycard.co.uk/personal-home/index.html) payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable contactless and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues credit and charge cards to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

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