



# Press Release

27 November 2008

## 178 Pret A Manger shops across UK to go contactless

Barclaycard and Commidea Ltd today announce that Pret A Manger, the high-street food chain, is the latest retailer to offer contactless payment facilities to its customers. The launch of the integrated system follows a successful pilot in seven Pret A Manger shops across London, and will be rolled out to the remaining 171 UK Pret stores over the next six months, to become one of the largest contactless integrations undertaken by a retailer.

The phased rollout, which will complete in April 2009, will see contactless introduced to Pret stores in a range of towns and cities across the UK including London, Manchester, York, Brighton, Birmingham, Oxford, Cambridge and Southampton.

The contactless solution developed by Commidea, the leading card payment processing solution provider, will dramatically reduce queuing times for consumers. Pret A Manger follows several well-known high-street names such as Coffee Republic, EAT, and Yo! Sushi that have signed up to contactless in a drive to provide customers with a fast, simple and secure method of paying.

"We are delighted that Pret A Manger has decided to integrate contactless payment with our existing Chip and PIN solution," said Giles Cooper, Head of Sales and Marketing at Commidea. "Retailers need to find as many ways as possible to make their stores more appealing to consumers. Convenience and fast-moving queues through the use of contactless are one such way of doing this."

Contactless payments allow customers to purchase items of £10 and under without the need to enter their PIN or sign or wait long periods at the point of sale. The



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customer is simply required to wave their contactless card in front of the contactless payment reader, making the system quick and effective.

In the last three months, Barclaycard has enabled contactless to become much more accessible to consumers by adding the technology to more of its card products. All newly issued Barclaycard Platinum cards now include contactless technology and over one million contactless cards have already been issued. These one million cards include Barclaycard OnePulse, the three-in-one Oyster, contactless and Chip and PIN card, and the cards recently issued to Goldfish and Morgan Stanley customers.

Paul Cook, Managing Director of Payment Acceptance at Barclaycard comments: "It is great that Pret A Manger has committed to contactless in such a big way. Not only does it demonstrate its commitment to the technology, it also highlights the fact that contactless really is becoming a reality in cities and towns everywhere in Britain, not just London. Barclaycard is a leader in contactless and we now have more than one million contactless cards in issue. The continued increase in demand, by both retailers and consumers, is a testament to the strength of the technology and the convenience and efficiency it provides."

Simon Hargraves, Director of Food and Communications at Pret A Manger comments:

"At Pret, we pride ourselves on amazing food, passionate people and incredible customer service. Speed is incredibly important to us and by working with Barclaycard and Commidea we're able to install an efficient contactless system to give our customers a quicker method of payment and an improved customer experience. The new system has been received well so far and we have committed to rolling out contactless across our entire network of UK shops during 2009".

For more information on Commidea's Contactless Payment solution, please visit [www.contactless-payments.co.uk](http://www.contactless-payments.co.uk).

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## Notes to editors:

### Commidea

Commidea is one of the most innovative developers of card payment processing technology, producing a variety of solutions for high street retail, mail order, e-commerce, telesales, memberships, hospitality and leisure. The company has built a reputation for reliability, innovation and excellence, continually pushing forward the boundaries of card payment technology. At the forefront of Chip & PIN technology, the company has developed Ocius, a pre-approved Chip & PIN solution that has set new standards within the industry.

Customers include organisations both public and private, from multi-national high street retailers to independent retailers, specialist distributors to small leisure clubs, award winning e-commerce sites to the country's leading mail order companies. Working with a network of business partners throughout the UK able to deliver a complete EPoS system for virtually every environment, Commidea is the solution for all card payment processing needs.

[www.commidea.com](http://www.commidea.com).

### About Barclaycard

Barclaycard, part of Barclays Global and Retail Commercial Banking division, is a leading global payments business which understands the needs of both purchasers and sellers. It enables retailers and merchants to accept cards, helps customers make payments through card, contactless and mobile applications as well as extending credit to consumers.

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.

Barclaycard launched Barclaycard OnePulse credit card in 2007, which can be used as an Oyster travel pass and for contactless payment



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Key facts published in August 2008;

- number of UK card customers: 11.9m
- number of International cards in issue: 11.2m
- number of retailer/merchant relationships: 93,000.

### **About contactless payment technology**

Barclaycard's contactless technology is particularly suited to outlets where fast and convenient transactions are needed such as fast food outlets, coffee shops, newsagents, off licences, bars, pubs, parking facilities and vending machines.

With Barclaycard's contactless terminals installed, retailers are able to offer their customers a fast and convenient method of payment on all transactions of £10 and under. Cardholders simply need to wave their card in front of the contactless reader instead of entering a PIN or signing. For the retailer, benefits include:

- Faster transactions - as quick as half a second - meaning fewer delays and shorter queues
- No need for PIN or signature - providing convenience for customers, retailers and merchants
- No customer till receipts - increases speed of transaction and reduces use of paper, so it's an environmentally-friendly payment method
- Secure transactions - using the same reliable and secure payments network as chip and PIN
- Potential increased transaction value - and repeat custom

### **About Pret A Manger**

For more information on Pret A Manger, visit [www.pret.com](http://www.pret.com)