



- Peace of Mind -

NEWS RELEASE

Running a tab just became less of a worry

Auckland, 21 July 2015: Running a tab for customers' purchases on their debit and credit cards is an everyday thing for hospitality businesses – but it is only as secure as the methods that are used. Many establishments rely on old-school approaches such as a business card holder kept behind the bar - and some are even known to keep customers' cards in a jar!

Handling valuable debit and credit cards this way is a situation wide-open to fraudulent misuse, including cloning, ghosting and other forms of identity theft, as well as billing mistakes by hospitality staff. Small wonder that many security-conscious international visitors are horrified at our relaxed Kiwi ways and refuse to hand over their cards.

CardsSafe is a physical security system for debit and credit cards that offers businesses – and customers – peace of mind. Well-known in the UK, where it is used in venues from Hilton Hotels to local sports clubs, CardsSafe is a distinctive, tower-shaped unit of numbered drawers in which customers' cards can be locked away; each customer is given their unique, only fits-their-drawer key. When the time comes to settle the bill, it's a simple matter of opening the CardsSafe drawer and releasing the card for payment.

Made from extremely durable moulded black plastic and fully securable to walls and other hard surfaces, CardsSafe units are tamper-proof and virtually theft-proof. Research by CardsSafe in the UK shows that the installation of CardsSafe units dramatically reduces costs and losses from walk-outs (up to 50%), charge-backs (over 90%) and virtually eliminates fraudulent card misuse through cloning and ghosting. CardsSafe also puts an end to most mistakes behind the bar.

A further benefit for hospitality businesses is reduced bank transaction fees, since these are paid only once when the customer pays the bill. CardsSafe also helps businesses comply with PCI (Payment Card Industry) data security standards requirements by physically stopping card data getting into the wrong hands. /2

Other benefits reported by UK retailers include increased card usage by customers, and significantly increased turnover. This is backed-up by independent research by VISA International that card users spend up to 35% more than cash customers.

Available with an initial one-off payment of \$49.95 +GST and then a cost-effective rental of \$25 +GST per unit per month, including personalised keys, maintenance and replacement keys as needed, CardsSafe pays for itself time and time again. (Compare that to the cost of walk-outs where a single table "doing a runner" could pay for six months' CardsSafe rent). It's a small price to pay for fewer hassles, increased profits and happier, better-spending customers. Not to mention peace of mind.

ENDS

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