

Case Study - Payzone



Payzone (formally Alphrya) is the largest branded independent network of retailer payment outlets in Europe with more than 30,000 locations.

Payzone gives customers the most convenient access to payment facilities as, the payment network covers the length and breadth of Europe.

Payzone offers customers many services including: mobile top-up, utility payment schemes, online shopping, international call time and gift card solutions.

Payzone decided to enter the prepaid open loop gift card market using the MasterCard® platform in 2007.

Payzone (formally Alphrya) entered the prepaid gift card market and began working with Newcastle Building Society in 2007.

Together they have launched a series of cards for shopping centres across Europe. Today, the list includes the following shopping villages: Bicester, Kildare, Fidenza, Maasmechelen Villages, and Scotch Hall Centre, distributed through the UK, Ireland, Italy and Belgium.

One of the cards issued is the Fidenza gift card for use in the chic outlet stores of Fidenza Village in Northern Italy, situated an hour outside of Milan. The gift card, however, can be used in any of the shopping villages across Europe and anywhere MasterCard® is accepted.

Seamus Minogue, Director of Financial Services at Payzone, commented: "Together we have broken new ground with this challenging innovation and have crossed many hurdles, be they language, currency, legal and regulatory requirements, technology and scheme rules. A true partnership approach."

For Newcastle Building Society this represents the first series of prepaid cards to be issued for the European market, since acquiring a SEPA Licence in June 2007.

For more information on this case study or other related business partnerships contact nsslmarketing@newcastle.co.uk or visit www.nssl.info