

Hi  
there!



Hello

  
pay·pod™

Press Pack

We're  
Paypod.  
It's nice to  
meet you



## Quick introduction...

Paypod is a Pay Station, a fully integrated, automated payment solution.

It is designed to eliminate the challenges of accepting cash payments by removing the need for the employee to handle cash manually.

Customers pay with notes and coins, and the transaction is managed by software that integrates with the store's POS system. Retail staff can assist customers without handling cash payments; Paypod then returns notes and coins as change to the customer and the transaction is complete.

Paypod is modular to evolve with technology and enable retailers to focus on customer service. Table top, under counter/embedded and tower options are available to customize the pay station to any retail space.

We have positioned Paypod as the new type of Cashier Assistant.

We're the  
new breed  
of Cashier  
Assistants



# Customers want to pay with cards, mobiles and cash

- We all agree consumer wallets are more diverse than ever before
- Diverse payment options present a challenge for retailers
- Retailers need to ensure they are equipped to accept the full payment mix
- Despite perception, cash remains an essential payment option, especially for the independent retail stores

**We're always surprised to hear that the amount of cash in global circulation has increased and so has the usage of cash. I know, it seems to contradict the trend.**

## Here are some interesting facts...

Cash accounts for up to

**85%**

of all global transactions

Point-of-sale transactions are

**80%**

cash based in Europe

Cash payments account for

**31%**

of payment transactions

In some Asian countries

**3<sup>out</sup> of 4**

online purchases are paid for with cash on delivery

**Simply put, cash is the dominant medium for small payments**

## What our research uncovered...

Paypod wants to support the challenges of accepting cash for the retailer.

The most glaring challenges are: lack of accountability, counting errors, hygiene issues, inefficient administrative processes, poor customer service, all generating unnecessary costs.

Hygiene is an increasing concern amongst retailers dealing with food in the more legislated world. In some cases, employees are swapping gloves between handling food and cash making cash payments incredibly time consuming. This puts burden on the employee to completely handle order fulfilment and cash transactions faster.

Shrinkage is a recognized (if not talked about) problem. Shrinkage can cost businesses 1.5%-3.5% of turnover, up to £20 per day at small retailers; multi-unit owners may incur even higher losses. The value of cash dwindles as: counterfeit notes are accepted, tills/drawers are manually emptied at shift changeover, reconciliation is performed with the POS, bank deposits are prepared, and cash is recounted in the backroom (often by owner).

Even though cash remains the least costly of all methods of payment, the average retailer spends 9.1% of the value of their cash transactions counting, recounting, auditing and depositing cash!

“  
We've  
got  
skills!

”  
It's  
true



**We save you  
£1000s a year**

By shaving time off each transaction and being great with cash, we can save retailers £5,000 each year!

**We're hygienic**

The average banknote can be a host to 19 different types of bacteria. Let us do the dirty work to increase the hygiene of your staff!

**We can work  
anywhere**

We are ready to work in any store! From bakeries to pharmacies, we help to increase security for managing and storing cash!

**We've learned  
from the best**

At CPI, we learned from the Industry's most reliable producer of note & coin recyclers, so you never need to worry about us making a mistake!



We're really busy promoting our skills to retailers

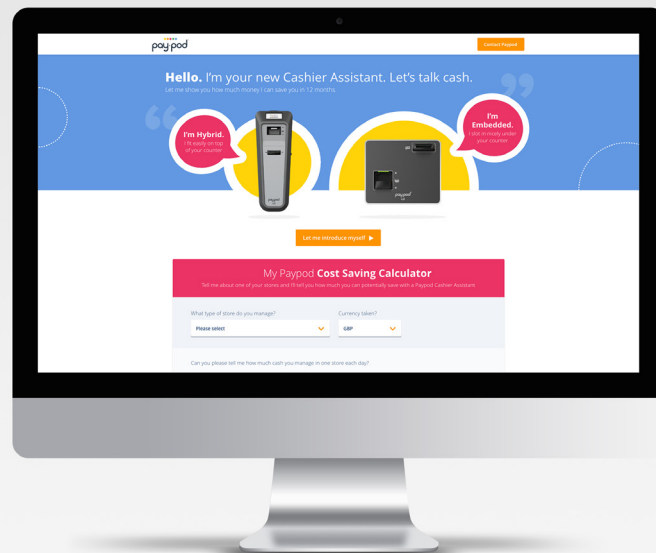


DM in Print



Social Media

## Website



Visit [mypaypod.com/press](https://mypaypod.com/press) for all media assets

“Our customers really like us being part of their team. Here’s what they’re saying...”



“Paypod has indirectly taught me that customer service and interaction between customers and staff is very important to everyone”

*Customer, UK*

“Paypod has intercepted fraudulent notes that would have been losses, reduced the risk of robbery and saved the administration time”

*Customer, Germany*



“The product looks really good and customers like the experience of paying with it”

*Customer, Italy*

If you're going to write about us, please follow these guidelines



**Paypod™** must always have the trademark symbol attached to it upon first use in any document, article, or other piece of written information.

It is not necessary to include the trademark for subsequent use in the document.

**Paypod** must always appear as one word, with only the first "P" capitalized.

When describing Paypod, always use the term "**Paypod Pay Station**" with pay station as two separate words.

The name of the product is "**Paypod Pay Station.**"

The brand name is Paypod, and the description of the product is "Pay Station."

Review our brand guidelines at...





## Meet the people who made it all happen



**Jan-Hinrik Bauwe**, President  
Crane Payment Innovations

“Paypod provides a quick and simple payment automation solution that helps our customers maximize their investment with a solution designed to evolve with the market”



**Florian Zimmerman**, Director of Business Development

“While CPI has been delivering trusted payment devices for years, Paypod gives us the chance to reach customers directly and have a part in simplifying the entire payment experience, not just one part.”



**Kathleen Coulter**, Paypod Marketing Communications  
kathleen.coulter@cranepi.com



**Phoebe Gutt**, Paypod Press Communications  
phoebe.gutt@cranepi.com

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payments



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