

EAT and Krispy Kreme among the first to accept Barclaycard OnePulse cashless payments



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Press Release Author = [Barclaycard](#)

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Press Release Summary = **Barclaycard make cashless payments available to Londoners in more than 1000 retail outlets this autumn**

Press Release Body = From this autumn, Londoners who sign up to **Barclaycard OnePulse, the unique three-in-one card**, will be able to make cashless payments in more than 1000 stores throughout the capital.

Barclaycard (<http://www.barclaycard.co.uk/>) has announced today that more than 1000 retail outlets have signed up for the company's cashless payment technology. With this technology available in shops across the capital, Londoners with **Barclaycard OnePulse** (<http://www.barclaycard-onepulse.co.uk/>) will be among the first to enjoy the benefits of cashless payments at major high street names including **EAT and Krispy Kreme**. **Barclaycard** predicts that Londoners will be able to use its cashless card at several thousand retail outlets by the end of the year.

Other big name retailers signed up include **Coffee Republic, Threshers, Books Etc, YO! Sushi and the Science Museum**. Cashless cardholders will simply need to make a touch of their card against the reader instead of entering a PIN or signature for purchases of £10 or under.

Barclaycard OnePulse is leading the way in the cashless payments market and is unique because it is the only UK credit card (http://www.barclaycard.co.uk/products/apply/card_range.html) that combines this new cashless technology with the ease and convenience of **Oyster card** and the security and flexibility of **Barclaycard**. Ideal for commuters who live and work around London it can be used in three ways:

- **Oyster card - Barclaycard OnePulse** cardholders will enjoy the cheapest fares on the Transport for London network using **Oyster** exactly as they do today, either pay-as-you-go or season ticket. **Oyster** is hosted on the same card but is entirely separate from your credit card account
- **Barclaycard OnePulse** cardholders will continue to enjoy the flexible credit and security of a standard chip and PIN credit card for larger transactions (over £10)
- **Cashless OneTouch** payment, using UK contactless technology. This allows cardholders to make low value purchases of £10 or under more quickly and conveniently with **OneTouch** of their card against a reader instead of entering a PIN or signature, thus reducing a customer's reliance on cash. These transactions are listed on the cardholder's credit card statement.

Guy Harvey, Financial Director of EAT commented:

"We are excited about installing cashless readers in 25 of our London stores; it will help us to eliminate some of the frustrations for our customers such as queues in the busy lunchtime rush. Hopefully, we'll see lots of our customers choose this method of payment."

Judith Denby, Marketing Director of Krispy Kreme commented:

"This quick and easy payment method means that people will be able to spend less time in a queue and more time enjoying their coffee and doughnuts. Hopefully it will mean that customers visit us again and again because of the hassle free experience."

Elizabeth Chambers, Chief Marketing Officer, Barclaycard said:

*"In recent months, we have seen a surge of retailers and other stores planning to adopt this new technology for payments. Consumers will be excited to be able to use their **Barclaycard OnePulse** card at so*

*many locations, in addition to the transport networks that accept **Oyster**. Cashless payments are starting to become a reality. They're fast, secure, and a fantastic way to streamline your day – no more waiting in queues to pay for small ticket items. And the **OnePulse card** works just like a regular credit card for larger purchases, too."*

To allow Londoners to take full advantage of **Barclaycard OnePulse** at the earliest opportunity, **Barclaycard** has launched an initial pre-registration **OnePulse** (<http://www.barclaycard-onepulse.co.uk/>) website that features information on the benefits of the three-in-one product, tips on how to use the new card and details on how consumers can register their interest so that **Barclaycard** can contact them as soon as they are able to apply for the new card.

Notes to editors

About

Barclaycard

Barclaycard is a multi-brand credit card and loans business which also processes card payments for retailers and merchants and issues credit and charge cards to corporate customers and the UK Government. It is one of Europe's leading credit card businesses and has an increasing presence in the United States.

In the UK, **Barclaycard** comprises **Barclaycard, Sky Card, Thomas Cook and Argos** branded credit cards and **FIRSTPLUS** secured lending. **Barclaycard** also manages card operations on behalf of **Solution Personal Finance**.

Outside the UK, **Barclaycard** provides credit cards in the United States, Germany, Spain, Italy, Portugal, India, the United Arab Emirates and Africa. In the Nordic region, **Barclaycard** operates through **Entercard**, a joint venture with **ForeningsSparbanken (Swedbank)**.

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