

# REVUE DE PRESSE

S1 2024



MARKET PAY

**Raoul**

## Le marché des terminaux de paiement vit sa plus profonde transformation



**Depuis les années 60, le terminal de paiement est l'un des équipements indispensables à tout espace de vente. Il s'est rapidement transformé en terminal de paiement électronique. Le fameux TPE.**

Sans cesse réinventé sous l'impulsion du sans contact et des TPE mobiles, l'arrivée plus récente des smartphones et de la biométrie soulève une nouvelle question : le terminal de paiement est-il voué à disparaître ?

--> <https://itsocial.fr/tribunes/tribunes-par-thematique/ae-marketing/le-marche-des-terminaux-de-paiement-vit-sa-plus-profonde-transformation/>

## REMA 1000 deploys Market Pay in-store payment solution

Market Pay's new PAX Android A35 payment terminals can accept a range of payment methods and value-added services.



Norwegian grocery retail chain REMA 1000 has partnered with Market Pay to enhance its in-store payment experience.

The collaboration will see the deployment of Market Pay's Pay on-site solution across REMA 1000's network of stores.

Market Pay will equip REMA 1000 with advanced PAX Android A35 payment terminals which can accept multiple payment methods and value-added services.

The terminals, which are based on Nexo specifications, support local payment schemes including the Norwegian debit card BankAxept, and international cards such as [Mastercard](#), [Visa](#) and Amex.

The system will boost loyalty programmes and shopping experiences by facilitating customer identification and rewards via payment cards.

# IMC Newsdesk

Home / IoT Library / News / Smart Retail News / Rema 1000 deploys smart payment technology

## Rema 1000 deploys smart payment technology

📅 April 3, 2024 • 👤 Steve Rogerson

Norwegian grocery retailer Rema 1000 is deploying smart payment technology from French firm Market Pay across more than 1000 stores.

As a subsidiary of the Reitan Group, Rema 1000 holds a 24% market share in the Norwegian grocery retail sector. Market Pay is equipping the stores with Pax Android A35 payment terminals, capable of accepting multiple payment methods and value-added services relevant for a high-volume large grocery retailer.



These are part of Market Pay's Pay on Site ([market-pay.com/en/pay-on-site](https://market-pay.com/en/pay-on-site)) offering based on Nexo specifications. It supports local payment schemes, including the Norwegian debit card BankAxept, as well as international cards such as Visa, Mastercard and Amex. It also enhances loyalty management and shopping experience by enabling customer identification and rewards through their payment cards.

--> <https://www.iotm2mcouncil.org/iot-library/news/smart-retail-news/rema-1000-deploys-smart-payment-technology/>

## REMA 1000 partners with Market Pay to improve in-store payments

Wednesday 3 April 2024 12:33 CET | News



Norway-based grocery retailer **REMA 1000** has deployed **Market Pay**'s in-store payment solution across more than 100 stores, through its Pay on Site solution.

As a subsidiary of the Reitan Group, REMA 1000 holds 24% market share in the Norwegian grocery retail sector. Market Pay is equipping the retailer with a new fleet of modern PAX Android A35 payment terminals, capable of accepting multiple payment methods and value-added services relevant for a high volume of transactions.



The solution is based on Nexo specifications and supports local payment schemes, including the Norwegian debit card BankAxept, as well as international cards like Visa, Mastercard, and Amex. It also enhances loyalty management and shopping experience by enabling customer identification and rewards through their payment cards.

The deployment has already started, with nearly 700 stores set to be equipped gradually over the coming months of this announcement. In total, 2000 terminals will be distributed, with an estimated transaction volume of around 200 million per year.

In the future, this partnership may extend to REMA 1000's Danish network and other REITAN affiliated brands operating in Finland, Sweden, and Denmark.

--> <https://thepaypers.com/payments-general/rema-1000-partners-with-market-pay-to-improve-in-store-payments--1267525>

## REMA 1000 Partners with Market Pay to Enhance In-Store Payment Experience

PARIS, April 2, 2024 /PRNewswire/ -- Market Pay is proud to announce its collaboration with REMA 1000, a renowned Norwegian grocery retailer, to deploy its cutting-edge in-store payment solution across more than 1000 stores, through its Pay on Site solution.



As a subsidiary of the Reitan Group, REMA 1000 holds an impressive 24% market share in the Norwegian grocery retail sector, renowned for its commitment to quality and affordability.

Market Pay is equipping REMA 1000 with a new fleet of state-of-the-art PAX Android A35 payment terminals, capable of accepting multiple payment methods and value-added services relevant for a high-volume large grocery retailer such as REMA 1000.

The solution is based on Nexo specifications and supports local payment schemes, including the Norwegian debit card BankAxept, as well as international cards like Visa, Mastercard, and Amex. It also enhances loyalty management and shopping experience by enabling customer identification and rewards through their payment cards.

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--> <https://techfruit.com/technology-news-wire/?rkey=20240402EN72725&filter=4223>

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--> <https://europeanbusinessmagazine.com/european-business-cision-daily-news/?rkey=20240402EN72725&filter=20866>

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--> <https://alltechmagazine.com/press-releases/?rkey=20240402EN72725&filter=25603>

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2 avril 2024

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--> <https://thetechportal.com/press-releases-pr-newswire/?rkey=20240402EN72725&filter=1985>

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The solution is based on Nexo specifications and supports local payment schemes, including the Norwegian debit card BankAxept, as well as international cards like Visa, Mastercard, and Amex. It also enhances loyalty management and shopping experience by enabling customer identification and rewards through their payment cards.

The deployment has already started, with nearly 700 stores set to be equipped gradually over the coming months. In total, 2000 terminals will be distributed, with an estimated transaction volume of around 200 million per year.

In the future, this partnership may extend to REMA 1000's Danish network and other REITAN affiliated brands operating in Finland, Sweden, and Denmark.

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--> <https://retailtechinnovationhub.com/pr-newswire?rkey=20240402EN72725&filter=20080>

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02.04.24 08:00 Uhr

PARIS, April 2, 2024 /PRNewswire/ -- Market Pay is proud to announce its collaboration with REMA 1000, a renowned Norwegian grocery retailer, to deploy its cutting-edge in-store payment solution across more than 1000 stores, through its [Pay on Site](#) solution.



MARKET PAY

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--> <https://ceo.ca/@newswire/rema-1000-partners-with-market-pay-to-enhance-in-store>

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28

04/02/2024 - 08:00



REMA 1000 Partners with Market Pay to Enhance In-Store Payment Experience

PR Newswire

PARIS, April 2, 2024

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--> <https://www.centralcharts.com/en/5129337-the-market-limited/news/4620706-rema-1000-partners-with-market-pay-to-enhance-in-store-payment-experience>



## **Market Pay; REMA 1000: REMA 1000 Partners with Market Pay to Enhance In-Store Payment Experience**

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--> <https://www.finanznachrichten.de/nachrichten-2024-04/61834443-market-pay-rema-1000-rema-1000-partners-with-market-pay-to-enhance-in-store-payment-experience-008.htm>

# REMA 1000 Partners with Market Pay

By **Staff Writer** - April 2, 2024



**This partnership marks an important milestone in providing unified payment solutions for major retail players and transforming the purchasing experience for consumers.**

Market Pay announced its collaboration with REMA 1000, a Norwegian grocery retailer, to deploy its cutting-edge in-store payment solution across more than 1000 stores, through its **Pay on Site** solution.

Erik Marcus Torkildsen, Head of Payments at REMA 1000, said, “We are thrilled to collaborate with Market Pay to introduce unified payment solutions across our stores. This collaboration aligns with our commitment to providing convenient and seamless shopping experiences for our customers.”

Frédéric Mazurier, President of Market Pay Group, said, “We are delighted with this collaboration with REMA 1000, a renowned player in the Norwegian food distribution sector. This partnership marks an important milestone in our commitment to providing unified payment solutions for major retail players and transforming the purchasing experience for consumers, while combining quality and accessibility.”

--> <https://cxmtoday.com/news/rema-1000-partners-with-market-pay/>



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The solution is based on Nexo specifications and supports local payment schemes, including the Norwegian debit card BankAxept, as well as international cards like Visa, Mastercard, and Amex. It also enhances loyalty management and shopping experience by enabling customer identification and rewards through their payment cards.

The deployment has already started, with nearly 700 stores set to be equipped gradually over the coming months. In total, 2000 terminals will be distributed, with an estimated transaction volume of around 200 million per year.

In the future, this partnership may extend to REMA 1000's Danish network and other REITAN affiliated brands operating in Finland, Sweden, and Denmark.

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[https://fintechmagazine.com/pr\\_newswire?rkey=20240402EN72725&filter=21513&REMA%201000%20Partners%20with%20Market%20Pay%20to%20Enhance%20In-Store%20Payment%20Experience](https://fintechmagazine.com/pr_newswire?rkey=20240402EN72725&filter=21513&REMA%201000%20Partners%20with%20Market%20Pay%20to%20Enhance%20In-Store%20Payment%20Experience)

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Tuesday, April 2nd, 2024 at [PR Newswire](#)

PARIS, April 2, 2024 /PRNewswire/ — Market Pay is proud to announce its collaboration with REMA 1000, a renowned Norwegian grocery retailer, to deploy its cutting-edge in-store payment solution across more than 1000 stores, through its [Pay on Site](#) solution.

--> <https://themalaysianreserve.com/2024/04/02/rema-1000-partners-with-market-pay-to-enhance-in-store-payment-experience/>



## Market Pay Collaborates with REMA 1000 to Implement In-Store Payment Solution

Market Pay, a pan-European payment platform, has announced its collaboration with REMA 1000, a prominent Norwegian grocery retailer, to introduce a cutting-edge in-store payment solution to over 1000 stores. REMA 1000, a subsidiary of the Reitan Group, holds 24% of the market share in the Norwegian grocery retail sector and is renowned for its commitment to quality and affordability.

As part of the collaboration, Market Pay will equip REMA 1000 with state-of-the-art PAX Android A35 payment terminals capable of accepting various payment methods and value-added services. The solution is based on Nexo specifications and supports both local and international payment schemes, including BankAxept, Visa, Mastercard, and Amex. Additionally, it enhances customer loyalty management and shopping experiences by enabling customer identification and rewards through their payment cards.

The deployment of the solution has already begun, with almost 700 stores scheduled to receive the new payment terminals gradually in the coming months. The overall distribution will consist of 2000 terminals, with an estimated annual transaction volume of approximately 200 million.

The partnership between Market Pay and REMA 1000 may expand in the future to include REMA 1000's Danish network as well as other REITAN affiliated brands operating in Finland, Sweden, and Denmark.

--> <https://bitperfect.pe/en/market-pay-collaborates-with-rema-1000-to-implement-in-store-payment-solution/>



## Rabobank adopte la solution SoftPOS de dejamobile pour développer les paiements sans contact sur les appareils Android et les iPhones des commerçants. -

11 Mars 2024

Rabobank, l'une des grandes banques des Pays-Bas et fournisseur de services financiers complets, conclut un partenariat avec dejamobile pour offrir à ses clients marchands la possibilité d'accepter...

Nico Strauss, responsable des services B2B de Rabobank, déclare : *« Avec cette intégration, tout ce dont ont besoin nos clients pour accepter un paiement, c'est d'un smartphone et de l'application Rabo SmartPin. Cela facilite non seulement leur business, mais les aide aussi à suivre les transactions et les revenus. »*

Christa Braker, Product Manager de Rabobank commente : *« Ce fut un plaisir de travailler avec dejamobile. Étant l'une des plus grandes banques des Pays-Bas, nous avons des exigences élevées en matière d'offre de services de paiement et dejamobile a su y répondre. »*

Houssem Assadi, CEO de dejamobile, complète : *« Nous sommes ravis de travailler avec l'équipe de Rabobank aux Pays-Bas pour déployer la solution Tap to Pay qui offre aux commerçants un moyen flexible, facile à utiliser et rentable d'accepter les paiements sans contact en utilisant simplement leur smartphone. La technologie étant disponible aussi bien pour les Smartphones Android que les iPhones compatibles, le service peut être proposé à tous les marchands via l'application Rabo SmartPin »*

--> [https://www.finyear.com/Rabobank-adopte-la-solution-SoftPOS-de-dejamobile-pour-developper-les-paiements-sans-contact-sur-les-appareils-Android\\_a50572.html](https://www.finyear.com/Rabobank-adopte-la-solution-SoftPOS-de-dejamobile-pour-developper-les-paiements-sans-contact-sur-les-appareils-Android_a50572.html)