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HIGH PERFORMING NEW PLAYER ENTERS UK GIFT & LOYALTY CARD ARENA

allpay Limited - a key player in the payments card market since 1996 - has now added Gift, Loyalty and Banking Cards to its ever expanding portfolio, bringing the company's emphasis on first-class service, flexibility and value to a greater audience.

Herefordshire-based allpay has recently become the UK's newest independent company to achieve full MasterCard accreditation. It now has the capacity to manufacture and personalise in excess of 50 million cards per annum, boasting an impressive suite of accreditations which include ISO 9001, ISO 27001 and Payment Card Industry Data Security Standard (PCI DSS) compliance.

"The sector has recently seen amalgamation of large players leading to a reduction in the number of providers in the sector, which has led to customers experiencing uncertainty around supply of product combined with long lead times," comments allpay Deputy Managing Director Mark Thomas.

He continues: *"In recognising this issue, allpay realised there was a need for an alternative provider committed to providing high performance and on-time delivery and it has positioned itself ideally to meet this requirement."*

The control and peace of mind offered by allpay, with all processes taking place in-house, is certain to appeal to those programme managers and small to medium scheme issuers in the UK Gift Card & Voucher market looking for a guaranteed reliable service.