

## **Resurs Bank to become new payment solutions partner for Svensk Handel's members**

**Svensk Handel (Swedish Trade Federation) has chosen Resurs as its partner for payment solution offers for its members for stores, e-commerce and omni-retail. The parties have jointly put together a concept that will enable Svensk Handel member companies to offer their customers rapid, secure and convenient shopping experiences, regardless of channel.**

Resurs Bank will now be the partner of Svensk Handel for its most recent payment solution offers to members. Resurs has extensive experience of helping retailers achieve higher average purchases and generate loyalty-creating sales through innovative solutions that simplify purchase processes. With this partnership, Svensk Handel's members can enjoy attractive offers that will help increase average purchases and also create conditions for greater customer loyalty.

"We are pleased that Svensk Handel has chosen us to offer its members a payment solution that meets the needs based on today's consumer trends. With Resurs Checkout, retailers' customers can move seamlessly between different shopping channels and make use of the most popular payment method in the market. Our payment solution also gives retailers the opportunity to profile their own brand, which we see as being strategically important for creating a customer journey that helps strengthen customer loyalty," says Andreas Andersson, Sales Manager Retail Finance, Resurs Bank.

Svensk Handel, which represents the Swedish trade and commerce sector in wholesale, retail and e-commerce matters, has about 10,000 member companies. It thus needs to offer its members relevant and attractive offerings that can increase sales and strengthen competitiveness.

"We always endeavour to offer our members the best solutions in the market. With Resurs's payment solution, many of our members will have the opportunity to further enhance their business concepts for stores, e-commerce or both, particularly given the change that is currently under way in the retail sector," says David Abresparr, Marketing Manager at Svensk Handel.

**Press contact:**

Petra Byhmer, PR Manager, Resurs Bank, [press@resurs.se](mailto:press@resurs.se) +46 705 680 148

**For more information, contact:**

Christoffer Norrthon, Executive Account Manager, Payment Solutions, [christoffer.norrthon@resurs.se](mailto:christoffer.norrthon@resurs.se) +46 736 612 070  
Bo-Erik Steen, Key Account Manager, Svensk Handel, [bo-erik.steen@svenskhandel.se](mailto:bo-erik.steen@svenskhandel.se), +46 767 818 697

**ABOUT RESURS BANK**

Resurs is a Nordic niche bank that offers leading payment and financing solutions for the retail industry and its customers. We help companies and private individuals with lending, saving and payments. With more than 40 years of experience in the retail sector, we make shopping online and in stores quick, easy and secure. We focus on the customer experience and make good things happen and the hard feel easier. We have about 6 million private customers and more than 700 employees in the Nordics.