

## More flexible and more sustainable for the customer – JYSK has chosen Resurs as a payment supplier, also in Sweden!

**JYSK's ambition is to be able to offer their customers the opportunity to plan their purchases to make smarter and more sustainable decisions for their wallets. To realize this, JYSK has now chosen Resurs for the Swedish part of their business. Resurs and JYSK already have a well-established collaboration in Finland and Norway.**

JYSK wants to offer their customers the opportunity to invest sustainably and long-term in their home. Being able to plan your purchases and their payment is an important part of this offer.

The collaboration between JYSK in Sweden and Resurs begins with a new payment option for the customer; The JYSK card. Today, JYSK has 156 stores in Sweden.

– Through the collaboration with Resurs, we can offer a partial payment model that is more flexible for our customers, says Mads Nymann-Hjorth, Chief Financial Officer at JYSK Sweden and Finland.

– Together, we are reducing the thresholds in the customer journey for JYSK's customers, which leads to a better customer experience, says Andreas Andersson, Commercial Director at Resurs.

Resurs wants to be the bank that knows how it feels and the ambition is to contribute to a balance in the wallet. The collaboration with JYSK is an important part of this ambition.

– Being able to plan your purchases and payments is a "must-have" factor and we make that available through our collaboration with JYSK, which is extremely important to us as a bank that is close to our customers, says Christoffer Norrthon, Senior Commercial Manager at Resurs.

### **MORE INFORMATION**

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## **ABOUT RESURS**

Resurs is a leading bank in the Nordics with a simple philosophy: we want to create balance in people's personal finances. On that foundation, we develop offers and services within loans, savings and payments for retail and e-commerce that are based on people's everyday lives, and that will create long-term value for our customers. And for society. Today, we have a customer base of slightly more than 6 million customers and 645 employees in the Nordic region.

## **Image Attachments**

[Resurs Signs JYSK](#)

## **Attachments**

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