

SEQR accelerates European development with Limonetik

Originating from Sweden, the SEQR mobile wallet partners with Limonetik to speed up the roll-out process in Europe.

PARIS, ILE DE FRANCE, FRANCE,
December 11, 2014 /EINPresswire.com/

-- The two also share the same view of the future of payment: cross channel, but also cross platform and technology agnostic.

[Limonetik](#), a leading provider of rich payment solutions, announces that [SEQR](#), a European leader in cross channel mobile wallet solutions, uses Limonetik as one of its platforms to expand in Europe. Already connected to the largest PSP's networks in Europe, Limonetik make it easier and faster to integrate and roll out new payment methods. Created in Sweden, SEQR instore and online mobile wallet is already available in Belgium, Finland, Romania, Portugal and continuously work to expand into new markets. SEQR is the leading European provider of crosschannel mobile wallet solutions and Limonetik is part of the success so far in Belgium.

As the choice of payment methods gets wider, consumers are even less willing to accept being limited to some payment methods at the store, and some others when shopping online. SEQR mobile wallet addresses the consumers need of being free from technology limitations with a single, easy to use and marketing-enabled solution that work both with QR-codes and NFC which ensures everyone with a smartphone is able to use it. At the Colruyt Group in Belgium, SEQR's mobile wallet can be used online, and soon also at the supermarket, next to that also at fast food restaurants, such as McDonald's. It provides a cash-back option directly to consumer's bank account, boosting mobile payment acceptance and use.

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*Christophe Bourbier,
President and co-founder of
Limonetik*

card payment, SEQR enables retailers to keep their payment infrastructure scalable and open to



future payment methods. It also helps to keep transaction cost low, providing an independent transaction process, utilising the SEPA infrastructure.

“Limonetik and SEQR share the same vision of the future of digital payment, which will be not only crosschannel and marketing enabled, but also crossplatform and technology agnostic”, said Christophe Bourbier, President and co-founder of Limonetik.

In a fast paced market, payment providers need to have easy and quick access to large acceptance networks, not depending on PSPs’ roadmaps, while retailers are looking at extending their payment method portfolio at no additional cost.

“New payment methods require a technology agnostic middleware approach that cannot be provided by legacy players such as banks or hardware vendors. SEQR is the smarter way to pay for consumers and a more profitable way to get paid for merchants – in addition to that the merchant or brand is able to communicate directly to consumers through the one thing they always take with them, their smartphones”. Says Marcel Roelants Regional Director SEQR Benelux.

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