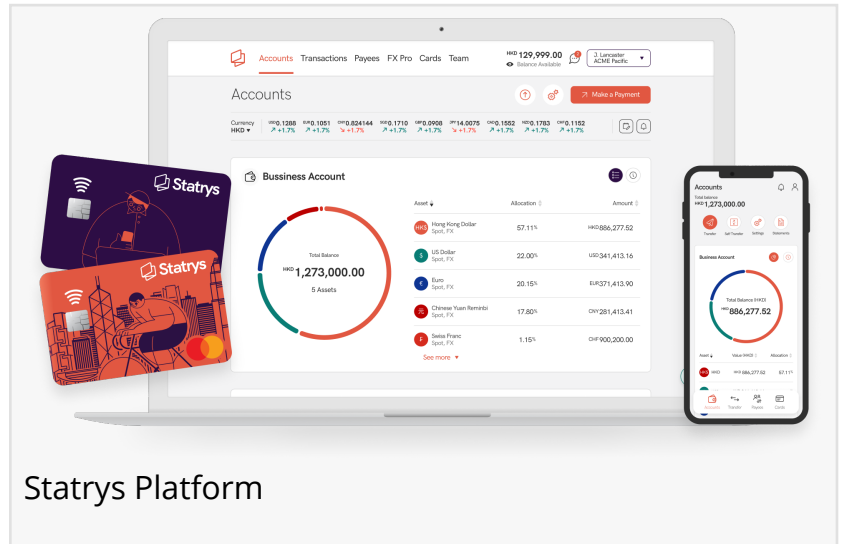


Meet the New Statrys: Hong Kong-based Fintech Statrys Undergoes Major Makeover After 2-Year Growth Rally

Hong Kong fintech Statrys is getting a new look and feel to bring a more human approach to banking in preparation for even more global growth and expansion

HONG KONG, September 23, 2021 /EINPresswire.com/ -- [Statrys](https://www.statrys.com/), a Hong Kong-based digital payment services platform started in 2018 is getting a whole new look after more than two years of helping small businesses across the world make payments via its multi-currency business accounts.



Statrys Platform

With a new identity that aims to reflect the dynamism of the digital payments environment, Statrys is delivering a more human approach for the future, as well as a new symbol that's easier to recognize. The company is also coming out with an updated color scheme that defends its values, and a richer user experience.

“

What IS changing at Statrys is YOUR experience with US. Essentially, what we do at Statrys is all staying the same. [...] Our brand is finally catching up with what we want to stand for”

Bertrand Theaud

Statrys's new identity is set to reflect the dynamism of the digital payments environment with a human approach to the future of fintech.

Alex Santafe, Statrys Creative Director behind this new look explains more about this new identity.

Alex says, "We know we have a different way of doing things. We just had to find a voice, a look that represents our values and our personality, and communicate it well. Human, clear and straightforward just like we think business should be like."

Santafe follows up saying that, "Fintechs and banks, in general, tend to be very bland, with a

please-everyone kind of feeling. We know our customers are not like that. We realized our brand was not aligned with our values. We strive for a more human approach. We know it is not about technology, it's about people."

Statrys's new tagline, "You're a pro.", defends the company's [value and mission](#) towards helping small business owners. Indeed, entrepreneurs and small businesses owners sometimes seek help to expand their business and this is where Statrys wants to do more than just being another flashy fintech that prioritizes tech over the human element of business payments.

Bertrand Theaud, CEO of Statrys, shared a few words on what the rebranding means to his team and for the 1,000+ Statrys account holders: "What IS changing at Statrys is YOUR experience with US. Essentially, what we do at Statrys is all staying the same. Our commitment is to always bringing the most human experience to payments, our attitude towards always being transparent in everything we do, and our readiness to find ways to help businesses are all staying the same. Our brand is finally catching up with what we want to stand for"

Read Statrys's [blog post](#) for more information about the new changed.

This is a new era for Statrys. Keep your eyes open for new features and services!

About Statrys

Statrys is a modern and innovative payment platform designed to cater to SMEs and entrepreneurs seeking flexible payments and advanced Forex solutions that will enable them to grow their business internationally. With Statrys your business knows no limits. The platform is 100% online which means all services are available to you around the clock, no matter where you are in the world.



Bertrand Theaud - Founder of Statrys



Statrys

Statrys Logo

About the Founder

Bertrand Theaud | Founder & CEO

Bertrand started his professional life as a lawyer first in France, and then in China. After 10 years of practice, and being promoted to partner in a large international firm, he gradually moved to entrepreneurship where he began setting up businesses in the aviation and professional services industries. His entrepreneurial journey has inevitably exposed him to the difficulty in dealing with banks, especially in Hong Kong. Upon realizing the number of SMEs going through the same challenging experience as his, he decided to start his most recent venture: Statrys, a digital alternative to traditional banks specifically designed to serve the needs of SMEs and start-ups.

For more information, go to statrys.com.

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