

Cova Software Brings Award-Winning POS and Integrated Payment Tech to the CBD and Hemp Market

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DENVER, CO, UNITED STATES, May 12, 2025 /EINPresswire.com/ -- [Cova Software](#) has expanded its award-winning point-of-sale (POS) system to serve the CBD and hemp retail market. This launch brings Cova's proven cannabis retail POS, along with integrated, secure payment processing—to a sector often underserved by traditional providers.

Named Retail Software of the Year at the 2024 Emjays International Cannabis Awards, Cova's POS platform is known for its ease of use, robust features, and dependable performance. With this expansion, CBD and hemp retailers now have access to the same proven tools that cannabis retailers have come to trust.

"CBD retailers often face high fees, no support, and sudden shutdowns from traditional processors that treat them like second-class customers," said [Gary Cohen](#), CEO of Cova Software. "We're here to change that with reliable, compliant tools built for high-risk retail."

Built for CBD retail, Cova simplifies inventory management, enables compliant age-restricted transactions, and delivers in-depth reporting to support data-driven decisions. The system also includes industry-specific fields—such as THC percentage and batch numbers—that enhance product tracking, streamline compliance, and improve processes like product recall.

Cova's integrated [payment solution](#) lowers rates for high-risk businesses typically charged steep



premiums by traditional processors. It supports all major debit and credit cards, Apple Pay, Google Pay, and Samsung Pay—providing faster, more secure checkouts with fewer declines. Retailers replacing non-integrated systems report monthly savings of over \$1,000 per store previously lost to error-prone manual entry. They also benefit from fraud prevention and chargeback tools that protect long-term business stability.

“Most payment providers aren’t equipped to handle the complexities of high-risk or highly regulated industries, leaving CBD retailers vulnerable to account closures and inconsistent service,” said Gary Cohen. “Cova Pay offers a dependable alternative—providing secure, compliant transactions that help businesses stay open, curate consistent customer experiences, and perform at their best.”

Cova’s commitment to customer service is also a core differentiator from traditional providers. Every client receives support from a dedicated launch team with deep industry experience, ensuring a smooth onboarding process. After setup, Cova’s in-house North American support team remains accessible, with average response times under 30 seconds—offering real, knowledgeable assistance without reliance on AI bots or ticketing delays.

This expansion positions Cova as a future-ready solution for CBD retailers considering a transition to licensed cannabis sales. The platform supports full state traceability through integrations with Metrc and BioTrack, and includes features like ID scanning and Offline Mode to ensure seamless compliance. Built to scale, Cova is designed to help CBD and hemp retailers make the transition and stay competitive as the cannabis industry evolves.

“Our goal is to be the most trusted partner for high-risk retailers—whether they’re selling CBD, THC, or both,” said Gary Cohen. “Expanding into CBD and hemp is about raising the bar for what retailers in this space should expect—reliable tools, real support, and technology that’s ready for whatever comes next.”

For more information about Cova Software and their advanced POS and integrated payments solution for CBD and hemp retailers, visit <https://www.covasoftware.com/cbd-pos>

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