Co-Op Food Becomes Largest UK Retailer to Launch Apple Pay

Thursday 16 July, 2015

- The convenience store launches the newest way to pay at all 11,800 till points
- Shoppers predict the death of the wallet in 2020

The Co-operative Food has launched Apple Pay in all stores making them the largest UK retailer to offer the newest payment technology.

All shoppers with an iPhone 6/6 Plus or Apple Watch can now pay securely with their device at the till using the long-awaited payment system that uses the contactless technology already implemented in all Co-op Food stores.

The new payment system dubbed as the 'future of retail' has landed in the UK a year after its launch in the United States and further extends the ever growing capabilities of the smartphone.

Consumer research commissioned by the Co-op shows that shoppers predict the death of the wallet in 2020, as 65% believe their phone will be all they need to pay for daily goods. A further third of Brits surveyed admitted they thought that paying with their phone was safer than carrying a wallet.

Amanda Jennings, Marketing Communications Director The Co-operative Foods, says:

"As a convenience retailer, it's important for us to be pioneers of quicker and easier payment methods so that our savvy shoppers have the best possible experience.

"We've already seen how contactless payments have become second nature to our customers, and the ease of Apple Pay is perfectly aligned with how we want our customers to shop - the £20 limit also suits our average shopper's basket spend, so we welcome the new payment method."

ENDS

Additional Information: - The Co-operative Food launched contactless payment in all stores in 2012
- With a store in every postal area, The Co-operative Food will be the largest UK retailer to offer Apple Pay
- The spending limit of £20 is due to increase to £30 in September 2015

Additional Information from Apple: Security and privacy is at the core of Apple Pay. When you add a credit or debit card to Apple Pay, the actual card numbers are not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorised with a one-time unique dynamic security code, instead of using the security code from the back of your card.

Apple Pay is easy to set up and users will continue to receive all of the rewards and bene?ts offered by their credit and debit cards. In stores, Apple Pay works with iPhone 6, iPhone 6 Plus and Apple Watch. When paying for goods and services within apps, Apple Pay is compatible with iPhone 6, iPhone 6 Plus, iPad Air 2 and iPad mini 3.

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