

# PaymentMax Creates Custom Payment Processing Solutions For Wineries

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Savings, great sales, and better customer service is possible for tasting rooms, wine clubs, and e-commerce.

Thousand Oaks, CA (AllPayNews.com) September 22, 2008 -- Leading merchant payment processing provider PaymentMax has created new solutions tailor made for wineries. Headquartered near the heart of California's rich wine fields, the company is leading the way to greater profits and savings for winery owners and operators.

Studies show wineries achieve far higher impulse sales when they accept credit and debit cards in a variety of situations from tasting rooms to wine clubs to retail locations and web sites. PaymentMax lets wineries accept and process payments in their physical location, on their web site, and even via the operator's cell phone at remote events. This is precisely the cutting-edge flexibility winery operators are demanding to maximize sales.

Chief among options for wineries is PaymentMax's innovative "POS Value Exchange." The unit is designed to replace the cash register with a modern touch screen. This computerized solution lets wineries manage inventory, track sales, make better business decisions, and offer enhanced customer service.

"Wine companies are noticing a significant savings in their tasting rooms when they use a pin pad debit. For example, wineries can typically save 50% reduction in merchant account fees," said Tony Shap, CEO of PaymentMax.

PaymentMax offers three pricing options for wineries including Swiped, Non swiped, and Blended which is a hybrid of the two.

PaymentMax is also offering a Custom Wineries Gift Card that can be purchased by individuals as gifts or by firms for business promotion. "We've seen a big increase in wine sales when the gift card is used. It's becoming very popular with wineries," Shap said.

PaymentMax is noted for providing merchants with their funds the very next day after the sale. Often, funds are in the merchant's bank account within just 12 hours. This contrasts with the industry standard of several days to a full week delay between a sale and when a merchant receives his or her funds.

PaymentMax also creates savings for customers by providing the complete payment processing solution, thus eliminating expensive middle men. The company is famous for

its quality customer service, available around the clock, seven days a week, and in more than 140 languages and dialects with zero hold time.

Get complete details on PaymentMax's full line of payment processing options at <http://www.paymentmax.com>.