

Smart Acquiring gives Meca competitive advantages



"Euroline is prominent in development of new innovative solutions," says Peter Rosén, CFO at Meca – market-leading in automotive spare parts, tools and accessories.

Meca now has payment terminals installed in all 90 shops – and there will be more due to the chain growing so dramatically.

"Our rapid expansion is entirely due to new additions getting quickly underway and being integrated into the common flow," says Peter Rosén. "The terminal installations have really surpassed our expectations and Euroline has contributed with frequent feedback."

Meca-Euroline-SEB collaboration

According to Peter Rosén, SEB-owned Euroline was the determining factor in setting up the collaboration.

"Their close ties with the bank provide a simpler and more efficient flow. And since Euroline has also advanced so far in development of just those services we need most, the choice was easy."

Meca operates all over Scandinavia and utilises central acquiring to quickly and easily handle the various currencies. And here as well, collaboration with Euroline and SEB is an asset.

Peter Sjöden, key account manager at SEB Midcorp Syd, is looking forward to working with Meca and Euroline.

"Both Euroline and Meca are new, expansive companies run by young, ambitious and skilled people," says Peter Sjöden

Payment solutions via mobile phones

Meca is also investigating the possibilities of deepening the collaboration by equipping its delivery vehicles with a payment solution for mobile telephones

and utilising Euroline's payment platform. The purpose is to simplify flows, while at the same time, freeing delivery drivers from having to handle cash.

Facts

Meca:

- Is a leading player in the Scandinavian market for automotive spare parts, tools and accessories.
- Has its main office in Malmö.
- Is a rapidly expanding automotive parts chain.
- Has a professional and complete repair shop chain.
- Has forecast sales of more than SEK 2.2 billion for 2005.
- Has about 1,000 employees (June 2005).
- Has the Seventh AP Fund as its majority owner.
- CEO Director Rickard Grann was honoured as the Swedish Entrepreneur of the Year in 2003.