

Seamless Integration for Convenience Retailers Using Verifone and Gilbarco Veeder-Root POS Technologies Guaranteed With Liquid Barcodes Loyalty Technologies

March 20, 2024, FAIRFAX, VIRGINIA – Liquid Barcodes, a global leader in loyalty, subscription, and pump activation solutions for convenience and fuel retailers, proudly announces its certification as a loyalty partner with both Verifone and Gilbarco Veeder-Root, two prominent point-of-sale (POS) companies.

This certification enables Liquid Barcodes' programs to seamlessly integrate into existing POS solutions for customers of both Verifone and Gilbarco Veeder-Root. Retailers can activate this functionality by collaborating with Liquid Barcodes to develop personalized mobile apps and integrate loyalty or subscription programs into existing apps through a plug-and-play API.

These certifications signify an expansion of Liquid Barcodes' partnerships with Verifone and Gilbarco Veeder-Root, including approval to use POS terminals with all of Liquid Barcodes' loyalty, subscription, and payment programs.

Of the 150,000+ convenience stores in the United States, two-thirds have either Verifone or Gilbarco Veeder-Root POS or commerce technologies. The ability to integrate seamlessly with that many operators places Liquid Barcodes as one of the most compatible solution providers in the U.S.

"We are really excited about these partnerships with Verifone and Gilbarco Veeder-Root as they allow for greater synergy between applications to deliver truly seamless experiences for both retailers and end consumers. I am confident that many retailers using Verifone and Gilbarco Veeder-Root would like to take advantage of this fully integrated app solution," suggests Saurabh Swarup, General Manager, North America for Liquid Barcodes Inc.

Several U.S. customers of Liquid Barcodes have recently deployed new mobile apps predicated on the assurance of easy integration into existing systems, such as West-Virginia-based Smith Oil Company.

Liquid Barcodes team members will be present at several upcoming U.S. and global industry events and will be pleased to share how easy integration can be thanks to these strategic partnerships.

About Liquid Barcodes

Liquid Barcodes is a leading global loyalty and digital marketing technology partner specializing in the convenience and foodservice industries. The proprietary, cloud-based technology platform allows retailers to create and manage their digital marketing campaigns with the "customer connection cycle" process to engage, promote and reward customers' activities in real-time across digital and media channels. Liquid Barcodes loyalty platform is powering loyalty programs for industry partners across several global markets, by offering unique subscription and mobile payment programs, machine learning, personalization, gamification, loyalty, and other capabilities. Learn more about Liquid Barcodes at liquidbarcodes.com.

For more information, contact:

Saurabh Swarup, GM North America, saurabh.swarup@liquidbarcodes.com

Mats Danielsen, CEO, mats.danielsen@liquidbarcodes.com