Introducing PURE, a EMV white label offer for domestic schemes and private label cards network

More than 90% of all cards payment transactions in most countries are domestic, and domestic payment schemes have long been the preferred solution for such in-country payments. National schemes are increasingly looking for solutions to maximize transactions, explore new payment solutions while keeping control and full governance on their local payment eco-system.

PURE, an interoperable and fully EMV compliant white-label payment application from Gemalto, can help put these domestic schemes in control, even when expanding to contactless and mobile. Read on to find out how.

Why PURE?

Domestic payment schemes are often a better alternative to international schemes due to lower cost, better local innovation and governance benefits for local transactions. Private networks (such as fuel retailers) meanwhile need solutions like PURE to create a more compelling multi-channel customer proposition.

The PURE ecosystem

PURE is an open and mature EMV ecosystem with more vendors coming on board every year:

- **POS terminal vendors**: World’s Top 3 vendors support PURE NFC
- **Solution providers**: World’s Top 10 vendors support PURE
- **Test laboratories**: Conformance testing supported by the most recognized EMV labs

For more information, visit www.thalesgroup.com