

## Sneeboer and Ingenico take gardening global with international payment approach

Sneeboer Manufacturing is internationally known for its highest quality, stainless-steel, hand-forged garden tools enjoyed by discerning gardeners. The family business was set up in 1913. With the help of Ingenico, Sneeboer tools are now for sale in no less than 179 countries around the globe.

Due to the international aspirations of the company, it is important that the customers can select their preferred payment options in a safe way. In every country, consumers have different preferences in regards to payment methods. Thanks to Ingenico's knowledge in the area of international payments, Sneeboer can use the preferred methods in every market. Moreover, Ingenico's solution is easy to integrate with Lightspeed, the e-commerce software Sneeboer uses for the web shop.

In 2016, Sneeboer approached Ingenico with the request to help them deal with international payments. At that time, Sneeboer had been working with an organization that did not share their international vision. With Ingenico, the manufacturer has the possibility to invoice in the currency of the country of purchase. Sneeboer delivers a high-quality product in a niche industry, so their customers have high expectations. Having the ability to pay in their own currency is part of that expectation.

Wilma Peelen, owner of Sneeboer, explains: "For Sneeboer, Ingenico is more than just a Payment Service Provider. For questions related to payment methods or when the possibility for expansion into a new country is explored, I can always contact Ingenico for advice. Ingenico informs us about the preferred payment methods in a given country, and thinks with us the moment we want to expand further. They always know immediately what it is about and advise us accordingly."

Anouk Arendt, Regional Director Sales Northern Europe for Small and Medium Businesses at Ingenico, comments: "With their web shop, Sneeboer already sells their products in many countries, from the United States to Hong Kong and everything in between. Bearing in mind that they only started selling their garden tools via the web shop two years ago, they've already achieved a lot. We wish to continue that growth by helping Sneeboer out with our products and expertise."

"Enabling customers to pay with the method of their choosing and invoicing them in their own currency has major benefits for us: the number of customers is increasing and



fluctuation in product prices is limited. With Ingenico, we are prepared for the future and more capable than ever to serve more customers,” Peelen adds.

#### **About Sneeboer**

Sneeboer Manufacturing is internationally renowned by its highest quality, stainless-steel, hand-forged garden tools enjoyed by discerning gardeners. The family business was set up in 1913 by the grandfather of the current owner Jaap Sneeboer. Sneeboer tools are now for sale in no less than 179 countries around the globe; however, creating products of the highest quality remains the top priority. Every tool is hand-forged by skilled artisans who are trained in this craft at the in-house blacksmith shop. Despite the company’s ‘old-fashioned’ character, Sneeboer values innovation and uses, for example a modern, international web shop.

<https://www.sneeboer.com/en/>

#### **About Ingenico Group**

Ingenico Group (Euronext: FR0000125346 - ING) is the global leader in seamless payment, providing smart, trusted and secure solutions to empower commerce across all channels, in-store, online and mobile. With the world’s largest payment acceptance network, we deliver secure payment solutions with a local, national and international scope. We are the trusted world-class partner for financial institutions and retailers, from small merchants to several of the world’s best known global brands. Our solutions enable merchants to simplify payment and deliver their brand promise.

[www.ingenico.com](http://www.ingenico.com)   [twitter.com/ingenico](https://twitter.com/ingenico)

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