

Case study / Sneeboer

The global expansion of Sneeboer demands an international payment approach



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Wilma Peelen / Owner of 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.

Online sales

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

Growth across borders

In 2016, Sneeboer approached Ingenico with the request to help them deal with international payments. Wilma Peelen, owner of Sneeboer: "We had been working with an organization that did not share our international vision. With Ingenico we have the possibility to invoice in the currency of the country of purchase. We deliver a high-quality product in a niche industry, so our customers have high expectations. Having the ability to pay in their own currency is part of that expectation. Moreover, this has benefits for us too; the number of customers is increasing and we can limit the fluctuation in product prices."

Advice from an expert

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, Wilma Peelen 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."

Providing peace of mind

When it comes to privacy and security, Ingenico provides peace of mind for Sneeboer. By completely outsourcing fraud prevention and detection to Ingenico, Sneeboer can focus on the company's growth. Wilma Peelen: "Ingenico knows the risks and what you should look out for as a web shop when processing payments. That is not our expertise - we focus on the traditional manufacture of our garden tools. With Ingenico we are prepared for the future without having to worry about things like the GDPR, so we can fully focus on the growth of Sneeboer."

Prepared for the future

Sneeboer is currently focusing on the expansion of existing markets in, amongst others, the United States and Russia, but Wilma hopes to go far beyond those borders in the future. "With our web shop, we are already selling our products in many countries, from the United States to Hong Kong and everything in between. Bearing in mind that we only started selling our garden tools via the web shop two years ago, we've already achieved a lot. With Ingenico, we are prepared for the future and more capable than ever to serve more customers."

Main benefits

- Higher conversion rate
- Ability to pay in different currencies
- Security and stability of the platform
- International expansion
- Easy to integrate with Lightspeed



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More information on: www.sneeboer.com