**CashOrCard POS announces company name change to Countr**

**Amsterdam April 1 2016** - CashOrCard POS today announced that it will change its name to **Countr** effective May 1st 2016. In line with the name change, the company will introduce a new brand identity and website.

The rebranding reflects the company’s significant growth into one of the leading point of sale brands globally. “When we started 18 months ago, we were focused on building a point of sale that worked well for small businesses” explains John Staunton, founder and CEO of the company. “And while that POS is still at the core of what we do, we’ve gradually grown into a complete retail solution”.

**Beyond a point of sale**

“Talking to thousands of customers in the past year, we realized that no two stores are exactly alike and no two retailers need the exact same system”. Staunton explains. “That’s why we’ve expanded our solution with a marketplace and various retail partnerships. We let retailers handpick any feature, supplier or payment provider they need for their business to assemble a system that works perfectly for their unique store”.

Extensions retailers can pick range from ecommerce to accounting, hardware, loyalty and payments. Integrated systems include Adyen, iZettle, Handpoint, Lightspeed, Magento, WooComerce, SumUp, Stripe, Star, Epson, Buzzoek Loyalty, Zapper and Payconiq.

**From food truck to chain store**

Since October 2014, CashOrCard has expanded to 113 countries with this revolutionary approach. Over 3000 merchants have signed up and used the system to build their perfect store setup already. May 1st marks the date the company will officially launch the app in the United States and Canada as well.

The rebrand to Countr highlights this evolution from POS into retail solution and reflects the company’s strengths and identity. “Our solution is more than just a cash register alone, it is the brain of the store.” Staunton says. “The name change to Countr and the rebranding put this front and centre. “

**About CashOrCard**

CashOrCard provides a complete retail solution to over 3000 stores globally, designed ground up to help them grow their business. The point of sale (POS) app and online merchant dashboard enable retailers to make transactions, manage inventory, govern customer loyalty and assemble real-time insights and analytics. The free app for [iOS](https://itunes.apple.com/us/app/cashorcard-pos/id897990614) and [Android](https://play.google.com/store/apps/details?id=com.shopperconcepts.pos) works across different channels and devices, offering one single location to manage multiple online and offline stores. For more information please visit: wwww.cashorcardpos.com

 **Media enquiries**

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