

# Actinic Further Extends Online Payment Options for E-tailers

Submitted by: Dexterity

Thursday, 12 February 2004

---

- Actinic Ecommerce now supports NOCHEX ePayments -

12 February 2004, Weybridge, Surrey ~ Best selling ecommerce supplier Actinic Software has introduced support for NOCHEX online payments in version 6.1.4 of all editions of its desktop ecommerce software: Catalog, Business and Developer. This is an important option for e-tailers who do not have merchant status, such as those just starting up or running the site as a hobby.

The NOCHEX web payment system enables businesses and individuals who are trading online to accept payments from anyone with a UK debit card (60 million are in circulation). Accepting NOCHEX payments means that the money is available to the seller instantly. NOCHEX payments are also guaranteed, so there are no concerns about charge-backs for fraudulent transactions; and with rates as low as 1% for receiving money, NOCHEX represents a cost-effective alternative to accepting credit cards online.

According to Stephen Potts, NOCHEX marketing manager, "The integration of NOCHEX into Actinic means that UK sellers will now have a seamless solution for selling online. With the Actinic product handling the shop front and ordering process while NOCHEX handles the payment processing, this really does offer small businesses a very reliable, secure and cost effective way to sell online."

Commenting on the additions, Chris Barling, CEO of Actinic explains, "We recognise that merchants and their customers want to be offered a range of online payment options, and the reassurance that their information is secure. By supporting NOCHEX, we have added a further option for merchants who want to enable shoppers to purchase online easily without using a credit card."

For further comment, contact:

Bruce Townsend, Actinic Software. Tel: 0845 129 4800, btownsend@actinic.co.uk

Actinic's PR: Jane Lee, Dexterity. Tel 01273 470199, jane.lee@dexterity.co.uk

About Actinic Software Ltd

Founded in 1996, Actinic specialises in developing PC-based ecommerce software for small and medium enterprises (SMEs) that want to sell online. Its products include Actinic Developer, Actinic Business, Actinic Catalog and Actinic Audio Store. Actinic is a key partner in the DTI's UK online for business programme.

Actinic powers more UK ecommerce sites than any other company. Research shows that over 50% of SMEs using packaged software to run their e-stores use Actinic. Search for 'acatalog' on Google to see the vast range of online stores that run using Actinic. Some of Actinic's better known UK users include the Royal Opera House, Lloyds of London, Robert Dyas, the Royal Navy and Help the Aged. Visit [www.actinic.co.uk](http://www.actinic.co.uk)

## About NOCHEX

With over 400,000 members NOCHEX is the UK's largest and most trusted email payment system. And with no need to sign up in order to pay via NOCHEX, this means that anyone can send you money! To apply for a NOCHEX account or find out more please visit [www.nochex.com](http://www.nochex.com).

Trademarks: Actinic Catalog is a registered trademark of Actinic Software Limited.