

Gambling industry benefits from independent ATMs

The majority of retail and hospitality outlets are quickly realising the value of having an independent ATM on their premises. Statistics show that independent ATMs increase footfall and a large percentage of all cash withdrawn on-site is spent in store. With the FIFA Soccer World cup a few months away, retailers across the country are installing these independent ATMs to meet the massive demand we will see for safe and accessible cash during this period.

Marc Sternberg, MD of leading independent ATM provider Spark ATM Systems comments: "the value that independent ATMs bring to a business is a 'no-brainer'. Numerous retail and hospitality outlets have seen a drastic increase in footfall and sales which shows that consumers are drawn to outlets where they have access to cash. The question a lot of people are asking about the Soccer World Cup is whether we will have enough ATMs to meet the huge demand we will see from tourists seeking safe and convenient access to cash, especially around the stadiums. We are pushing hard to meet this demand."

The gambling industry is no different. Numerous LPM (Slots) Route Operators are also realising the value and demand of independent ATMs as we see installations taking place across the country. Playmeter Leisure Services, one of the select route operators in the South African Limited Payout Machines industry, recently signed an exclusive deal with Spark ATM Systems whereby Spark ATMs will be installed at every one of Playmeter's venues comprising a total of 1,000 machines across Gauteng. All placements will comply with gaming board regulations.

George Kuper, CEO of Playmeter Leisure Services, believes that the combination of the premier independent ATM deployer in South Africa, with its proven experience in the LPM arena, and one of the pre-eminent route operators in Gauteng with its sales and technical expertise, will together generate great synergy for the benefit of their mutual clients.

Comments Russel Berman, Sales Director of Spark ATM Systems: "We have seen that the site's customers are more loyal to their local bar or pub once an independent ATM is installed, which offers them the convenience and safety they desire. Patrons avoid the risk of using exposed bank ATMs at late hours out on the street or at the local garage. The reasons why Playmeter chose Spark ATMs is due to the fact that we have experience in the Gaming and Leisure industry across SA and are familiar with the gaming regulations. We are also a customer-service focused organisation and we ensure that our clients obtain the maximum benefit from their in-store ATM."

Spark ATM Systems' track record of installing independent ATMs in partnership with LPM Route Operators in other provinces has been hugely successful. "We have already signed exclusive installation deals with other Slots Route Operators in the Western Cape, KwaZulu-Natal, Mpumalanga and Limpopo provinces. Gauteng is an exciting addition and promises much growth ahead in the coming years" concludes Berman.

Ends release

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