



Press Release 11th February 2011

Direct Debit for Home News Delivery Connecting Newsagents with their Community

Newsagents that provide a valuable Home News Delivery (HND) service to their local communities are under increasing financial pressure from their wholesalers, publishers and customers. More newsagents are forced to add more of their personal capital into a growing debt from their delivered customers and considering the current economic climate and the future discontinuation of cheques, an alternative and more effective solution is urgently required.

Localink Direct Debit is a new, dedicated service for newsagents. **Localink** is a simple electronic online service that allows newsagents to debit their customers' bank accounts for the service provided. It puts you in full control of your debt and benefits newsagents in many ways:

- Reduced administration & bank charges**
- Increased Home News Delivery recruitment & retention**
- Regular payment collections providing improved cash flow**
- Less negative conversations with customers over money owed**
- Improved liquidity of newsagents allowing them the choice to reinvest**
- Standalone system giving compatibility with your existing HND system**
- Overcomes the growing issue of obtaining payment across a wide delivery area**
- Enables newsagents to more positively build on the quantity of delivered products**

Localink is easy to access – just complete the two page registration form in order to apply for your personal Service User Number which then allows you to collect your customers' Direct Debit details. Enter those details online, confirm with your customers when and how much you will collect, set a date and the amount and press a button. The Direct Debits will be in your bank account 7 days later. And that's it! HND - easy as 1, 2, 3. Register. Confirm. Collect.

To register and find out more contact

For Registration call Localink on 01525 862555

For Website www.localink.co.uk

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Talk to Stefan on 07880 724492