Press Release 4 April 2012

**PayLane expands its offer with sofortbanking payments**

**PayLane,** [**an online payments provider for e-business**](http://www.paylane.com/)**, has expanded its offer with sofortbanking services- one of the most popular payment methods in Germany.**

[Sofortbanking](http://paylane.com/payment-methods#sofort), known also assofortüberweisung, is a service that allows fast and direct money transfers between banks of eight European countries- Germany, Austria, Belgium, the Netherlands, Switzerland, Poland, Great Britain and Italy. This payment method enables e-business customers to speed up international transfers. During the process the payer goes through a verification process, which [minimizes the risk of chargebacks](http://blog.paylane.com/how-to-reduce-the-risk-of-chargebacks).

Sofortbanking, which doesn’t require any additional registration or credit cards, has been certified by the largest German quality and security institute, the TÜV, according to best-practice data privacy standards.

Among sofortbanking partners are companies such as Hugo Boss, DELL, Skype, KLM Royal Dutch Airlines and Emirates.

Thanks to the partnership with Payment Network (sofortbanking provider), PayLane’s clients can now choose the most suitable payments methods from a wide variety of available options. Depending on the needs of an e-business, integration with PayLane can be done either via [API or Secure Form](http://paylane.com/integration-with-paylane).

**About PayLane**

PayLane is a [customer-focused online payments processing provider](http://paylane.com/) with extensive experience in European markets. Company currently processes payments in currencies from over 50 countries and is con­stantly enrich­ing its offer­ings based on market drivers and opportunities. Its close rela­tionships with care­fully selected acquir­ing banks allow PayLane to pro­vide the best pos­si­ble terms and con­di­tions for each mer­chant account. PayLane is an offi­cially reg­is­tered Visa, MasterCard, American Express and PayPal part­ner**.** <http://paylane.com>

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