Press Release 29 May 2012

**PayLane rewards best e-businesses**

**PayLane.com,** [**an online payments provider for e-business**](http://www.paylane.com/)**, has introduced a quality badge for their clients, which guarantees shop’s reliability and high standards.**

Wanting to reward their best merchants, PayLane has created a “[Verified Merchant](http://verified.paylane.com/)” seal. This is a quality mark that confirms merchant’s reliability, website’s trustworthiness, transactions security and transparent privacy practices.

Each and every PayLane client is carefully verified, but only selected ones get the Verified Merchant seal that allows them to make their customers feel even more secure. The verification process includes monitoring transaction to detect fraudulent transactions, as well as proving the authenticity and credibility of documents in several independents register.

**PayLane Brand Manager Ula Lachowicz adds: "Trust is fundamental for cooperation, especially when you're running online business. The sense of security approved by third party encourages undecided users to purchasing. This idea guided us when we were creating Verified Merchant badge."**

For more information Merchants who would like to get the “[Verified Merchant](http://blog.paylane.com/paylane-verified-merchant)” seal can get in touch with PayLane at [info@paylane.com](mailto:info@paylane.com)

**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 and PayPal part­ner**.** <http://paylane.com>

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