



Case study

GWR Fasteners

How our ongoing relationship with this leading manufacturer opened up new opportunities for their ecommerce.

Catering to quick success

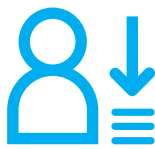
GWR Fasteners is a standard fasteners distributor and a UK manufacturer of special fasteners and precision components. Founded in 2009, the company has enjoyed rapid growth over the past few years – expanding its capabilities and picking up awards such as the Made in the Midlands Manufacturing Award in the process.

The company predominantly sells online. With an extensive social media following and their own dedicated website, built in partnership with ekmPowershop, their considerable online presence continually generates more business for them.

When they needed a new payment provider for their ecommerce site, our existing relationship with ekmPowershop meant we could help.



12% increase
in sales since implementation



50% drop
in admin time

Finding new ways to answer client needs

GWR Fasteners has banked with Barclays Business for three years. In 2013, we started working even more closely with the company to see how we could support them further in their wider needs. At the time, the company was searching for an alternative payment provider for their website that:

- their customers could trust
- saves costs for the company
- integrates simply with their website

We recommended Barclaycard ePDQ.

A close working partnership

Barclaycard and the company's website provider, ekmPowershop, are partners. This meant that implementing our payment solution was as simple as it could be – all the company had to do was tap into the functionality that was already set up on their platform.

We worked closely with both GWR Fasteners and ekmPowershop to make sure the implementation was completely seamless. Since using our ePDQ system, the company has noticed that:

- customers feel far more secure as Barclaycard is a global trusted name, increasing sales
- checkout abandonment has reduced
- transaction fees have gone down, saving costs
- time spent on administration has halved
- it's quick and easy to use at all times

Tangible benefits from the beginning

Since we implemented the new payment solution, GWR Fasteners has seen significant increase in sales, as their customers feel happier to pay through a name they trust. With lower transaction fees cutting costs and admin time halved, the company is also making considerable savings across the board.



The most important thing for us is that this process has offered flexibility and security to our customers. As a small company, cash flow is king, and implementing the Barclaycard ePDQ solution is definitely saving us money.



Jude Robinson,
Director, GWR Fasteners

A dynamic future ahead

GWR Fasteners has huge potential for growth. At the moment, they are concentrating on expanding in the UK market by purchasing more machinery and doubling their factory space. With such a high success rate so far, they are also hoping to expand internationally in the future. With our sector expertise and strong relationship, we look forward to supporting the company in the exciting years ahead.

>> For more information please contact Tony Blackhurst, Partner Manager, Barclaycard on mobile: 07775 553 391* or email tony.blackhurst@barclaycard.co.uk

All figures provided by GWR Fasteners.

*Please note: This is a mobile phone number and calls will be charged in accordance with your mobile plan.

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