



# ABTEK TRIBUNE

News you care about. Tips you can use.

November 2024

Vol 4 Issue 11

Welcome to the latest edition of ABTEK's monthly newsletter! Stay in the loop with our updates, insights and exciting developments in the world of payment processing. In each issue, we bring you valuable content, special offers, and a glimpse behind the scenes. Thank you for being part of our community!

## Payment Card Interchange Fee Settlement

### What you need to know.

You may be aware of the class action settlement involving Visa and Mastercard. While ABTEK is not directly involved, we aim to provide clarification on common questions, offer guidance on the registration process, and share relevant resources.

#### Frequently asked questions:

**What is the settlement about?** The lawsuit alleges that merchants were charged excessive fees to accept Visa and Mastercard, along with their respective banking partners, in violation of antitrust laws.

**Is my business eligible to participate in the settlement?** Yes, if you accepted Visa or Mastercard between January 1, 2004, and January 25, 2019.

**Is the registration process complicated?** No, just follow the provided link or QR code.

**Can ABTEK register my business for me?** No, ABTEK cannot represent merchants in the process.

**Should I hire a third party to register on my behalf?** No, the process is simple, and third-party help is unnecessary and costly.

**What is the registration deadline?** February 4, 2025

**When will I receive the settlement funds?** The payment date has not yet been announced.

**Can ABTEK provide information on how much I will receive?** No, ABTEK does not have access to individual amounts.

#### Resources:

**Where to register:** [www.paymentcardsettlement.com](http://www.paymentcardsettlement.com)  
Review general information and updates related to the case.

Follow the QR code for a shortcut to register.



To begin the registration process, click on the "Submit a Claim" button.

You can register your business using either a claim number (you may have received on a postcard by mail) or your Tax ID. Be sure to enter your business information exactly as it appears in IRS records. At a later stage, you may be asked to verify your identity and affiliation with the business.

If your business has changed its Tax ID over the years, ensure that you register with any previous Tax IDs to maximize your potential settlement payout.

We will provide updates as they become available by email.

If you have any questions, feel free to reach out to ABTEK. We are here to assist you throughout the process to the best of our ability.

## Custom Reports

### Delivered Automatically!

At Abtek, we are committed to providing solutions that meet your unique business needs. To streamline your financial processes, we offer customizable reports that can be delivered directly to your inbox daily, weekly, monthly, or annually. These reports help you easily review key data such as daily batches, individual transactions, funding, and settlements, giving you valuable insights to manage your operations efficiently.

If you're interested in setting up custom reports tailored to your preferences, feel free to contact [arthur@abtek.com](mailto:arthur@abtek.com) or give us a call at (800) 544-9145. Arthur will guide you through the process and ensure that you receive the information you need. Let us help you stay on top of your financial activities with ease.

## Product of the Month: Loaner Devices - Great for Events/Shows/Pop-Ups

Need a way to take payments during a show or special event? We can help! We have a selection of credit card machines that will help make your event profitable. We offer countertop terminals at no cost or mobile devices you can take anywhere you go. Whether you need WiFi, Ethernet or Cellular, we have a solution for you. Protect yourself from chargebacks and reserve a machine from us for your upcoming event. We only ask that you try and give us a couple weeks' notice. Call and ask for Dennis or John to learn more. Let's work together and make your event a success!

There is no elevator to success, you have to take the stairs. - Zig Ziglar



# Custom Gift Card Programs Offered!

## Boosting Revenue and Repeat Business

Accepting gift cards can offer numerous benefits, from increasing revenue to building customer loyalty. When customers purchase gift cards, your business gets immediate cash flow, often before providing products or services. Many customers also spend more than the card's value, boosting overall sales, while some balances go unredeemed, turning into pure profit.

Gift cards are effective at attracting new customers, as they're often given as gifts, introducing your brand to potential new clients. They also promote brand awareness, with each card acting as a small marketing tool.

Additionally, gift cards encourage repeat visits, especially when tied to loyalty programs. During holidays, they provide a significant cash flow boost as they're a popular gift choice. They also help reduce returns since recipients can choose items they actually want.

Integrating gift cards into your customer relationship management (CRM) system provides valuable insights into consumer behavior, aiding in better marketing strategies. Ultimately, offering gift cards increases sales, deepens customer engagement, and gives your business a competitive edge. ABTEK is your partner for Gift Cards, from design and ordering stock to reporting. Call us today to prepare for the holidays!

ABTEK  
5841 Andersonville Road  
Waterford, MI 48329



**FOOTBALL SEASON IS IN FULL SWING, AND ABTEK IS CELEBRATING WITH OUR Q3 CONTEST! WE'RE THRILLED TO GIVE YOU ANOTHER CHANCE TO WIN—THIS TIME CHEERING ON OUR DETROIT LIONS AS THEY SET THEIR SIGHTS ON SUPER BOWL LIX!**

**FROM SEPTEMBER THROUGH NOVEMBER 2024, REFER FRIENDS, FAMILY, COLLEAGUES, OR ASPIRING ENTREPRENEURS TO ABTEK. ONCE YOUR REFERRAL BEGINS PROCESSING WITH US, YOU'LL BE ENTERED TO WIN A PAIR OF LIONS HOME GAME TICKETS AT FORD FIELD. DON'T MISS YOUR CHANCE TO WITNESS HISTORY AND CHEER ON OUR RISING TEAM AS THEY FACE THE MINNESOTA VIKINGS ON JANUARY 5TH!**

