

## PaymentMax Introduces "Salon Trends" Gift Cards

*Salons use customer appreciation gift cards to promote return business and referrals*

Los Angeles, CA ([PRWeb](#)) February 4, 2008 -- This week merchant services leader PaymentMax introduced a new gift card designed especially for salons. The new "Salon Trends" gift card lets salons provide an effective incentive for customers to return again and again.

In an industry where return customers are a major source of profits, leading salons nationwide are looking for new ways to keep customers coming back. "Walk-in or new clients are often asked to fill out an informational card with their telephone number and home address when they come in for service. This information is used to verify appointments and send coupons, but it is also being used to send new clients a 'Thank You' card with enclosed gift card," said Diane Kraatz, Account Executive with PaymentMax.

The Salon Trends gift card carries a small balance a customer can apply for a future purchase. The gift card provides two important benefits: Customers are thanked for trying the salon and are invited to come back and use the gift card any way they like to purchase products or services. "New clients now have one more reason to come back to your salon, increasing your repeat business. Clients truly feel appreciated!" Kraatz said.

Salon Trends Gift Cards are available from PaymentMax, one of America's leading merchant services providers specializing in small, medium-sized, and online business. The gift cards can be custom designed to fit a salon's taste. There are many designs and colors to choose from. "Gift cards are convenient. They are only activated by the salon's cash register, reloadable, and processed with their point-of-sale machine," Kraatz pointed out.

Industry observers say plastic gift cards are quickly replacing paper gift certificates in our increasingly electronic world. Gift cards have been shown to increase revenue, introduce new clients, establish a salon's brand, and create customer loyalty.

Salons and others interested in starting their own gift card program to show customer appreciation are invited to call PaymentMax at (800) 979-0210 or visit [www.paymentmax.com](http://www.paymentmax.com)

### About Paymentmax Processing:

Paymentmax Processing is a Thousand Oaks provider of merchant accounts Powered by First Data <sup>®</sup> Corporation. Paymentmax provides merchant services across the United States for all types of businesses including retail, restaurant, service delivery, wireless, mail-order, telephone-order, and Internet merchants. Paymentmax delivers businesses credit and debit card funds directly into the merchant's existing bank account the next day -- or in as little as 12 hours. See the Paymentmax web site at <http://www.paymentmax.com> .

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