

## Spain: SPAR Gran Canaria introduces new corporate prepaid card

**‘SPAR wallet card’ is accepted at 190 SPAR stores spread over Gran Canaria’s 21 municipalities.**



SPAR Gran Canaria has introduced ‘SPAR wallet card’ as new solution for customers to pay for their groceries. The prepaid cards are intended for corporate use - companies, associations, and institutions – and are accepted at 190 SPAR stores spread over Gran Canaria’s 21 municipalities.

A customised operating system enables purchasers to choose the value on the ‘SPAR wallet card’ as well as a spend-by date. They can also pre-select the locations at which the card can be used, as well as the products that can be purchased.

SPAR Gran Canaria hopes that the ‘SPAR wallet card’ will offer ease to end-users and support participating stores by boosting sales. SPAR also intends to use the data gained from the use of these corporate cards to help both the purchasing organisations and the stores gain a better understanding of corporate needs and spending.

SPAR Spain was founded in 1959 and today supports 14 regional partners. The brand became the first voluntary trading chain to be established in Spain.