



Smoke Signals February 2019

Cash saves time and money

Deutsche Bundesbank published a study to cash payments

The Deutsche Bundesbank recently published a study to analyze the costs of cash transactions in retail business.

Most important: Cash transactions are faster and cheaper

75% of the transaction in German retail business are done in cash!

Payments by debit card take about 29 or 39 seconds in average, depending on whether the payment is with PIN or signature. Payments in cash take under 22 seconds!

Not only are cash payments faster, they also save the retail business money. A cash payment costs about 24 cents whereas a debit card payment costs about 34 cents.

Conclusion: Cash saves time and money

Gehrer believes in cash and its future! With our new subsidiary based in Germany close to Frankfurt am Main, we are closer to you and therefore save you time and money. Essen was a great success and we were delighted to meet many of your customers and partners.