

# The Gift Voucher Shop and Maltapost Introduce the **One4all® Gift Voucher**

17 November, 2004



The Gift Voucher Shop, a company forming part of Fexco's gift and spending solutions, and Maltapost have launched a new Gift Voucher Service, the **One4all®** Gift Voucher. The launch of the **One4all®** Gift Voucher will make Malta only the second country in the world to provide such a conduit between its national post office, retailers and the consumers following the successful launch in Ireland two years ago. The product hinges around two important elements: the widespread availability of the vouchers at all 31 Maltapost branches throughout Malta and Gozo and the substantial number of participating retail outlets (nearly 200 on the two islands) where the vouchers can be exchanged by customers.

**One4all®** Gift Vouchers are predenominated in values of Lm5, Lm10 and Lm20 and printed with all the necessary security features normally found in running currencies worldwide. For security purposes **One4all®** Gift Vouchers have been printed by the world-renowned security printers De La Rue Smurfit.

Representatives of The Gift Voucher Shop have been working closely with Maltapost staff for the past few weeks in order to demonstrate fully how the voucher system works. This will in turn enable Maltapost staff to explain to customers how to best exchange gift vouchers and make the most out of the system where the purchase of almost any type of gift is possible. Gift Vouchers will be presented to the customer in a gift card and envelope.

The availability of such a broad and diverse list of retail outlets and services throughout Malta and Gozo means that a person receiving a voucher is free to choose the product or the service and the most convenient trading merchant. In addition to their multi-usage Gift Vouchers are also suitable for all age groups.

The Gift Voucher Shop and Maltapost are currently distributing to all households in Malta and Gozo a small and handy Merchant Directory Booklet, which lists all the participating outlets from where Gift Vouchers can be exchanged.

In addition to the convenience of purchasing Gift Vouchers from Maltapost branches customers can also buy vouchers over the phone by calling the Gift Voucher Shop Customer Service telephone number 21383801. Early in 2005 customers will be able to purchase Gift Vouchers on-line through the Gift Voucher Shop website [giftvouchershop.com.mt](http://giftvouchershop.com.mt).

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Companies interested in using the new **One4all®** Gift Voucher for staff bonuses or promotions can call The Gift Voucher Shop corporate sales department.

Further information can be obtained by calling The Gift Voucher Shop on telephone no 21 375 444.  
ENDS

### **Note to Editors:**

#### **FEXCO**

FEXCO is a global payments company headquartered in Kerry, Ireland with operations in the Ireland, UK, Spain, Malta, Australia and USA. The company was established in 1981 by its Executive Chairman, Brian McCarthy, and offers a range of Global Consumer Payments, Global Corporate Payments and Business Services. The company is privately owned with USA-based First Data Corporation, the world's leading payment processor, holding a minority shareholding in the business.

The Gift Voucher Shop Ltd.

Established in September 2002 by entrepreneur Michael Dawson, the company provides the most comprehensive range of gift vouchers available in the Irish market. FEXCO, the Kerry, Ireland-based global payments company holds a majority shareholding in the company. More than 550 of Ireland's top businesses with over 3,000 outlets across the 32 counties sell their gift vouchers through the Gift Voucher Shop service. Leading stores such as Argos, Brown Thomas, Smyth's Toys and Arnotts benefit from the service's unique distribution system.

The company entered a strategic distribution partnership with An Post to sell its gift vouchers through 1,000 Post Offices nationwide in addition to its online shop, [www.giftvouchershop.ie](http://www.giftvouchershop.ie), and its call center service. The Post Office channel gives the company a unique national distribution capability unmatched in the gift voucher market