

## **PAYMILL and LemonStand partner to deliver an end-to-end e-commerce solution for European businesses**

*Integration of PAYMILL into the LemonStand platform enables European merchants to grow their business and a checkout experience customers will love*

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In an effort to make setting up online stores as easy as possible, Canadian e-commerce platform LemonStand has partnered with European online payments provider PAYMILL.

As part of the partnership, LemonStand users can now integrate online payments with PAYMILL directly in their account without having to touch any code. They're also able to take advantage of PAYMILL's extensive security measures like 3D-Secure, which helps protect from fraudulent activity and lower chargebacks.

"We are thrilled to develop the UK market together with LemonStand", says PAYMILL's Jörg Sutara (Co-Founder and CMO). "The extensive partnership is the perfect starting point for LemonStand in the EU area and a huge step for PAYMILL in achieving our goals of delivering merchants a simple and fast way to offer secure and reliable payment in their shops."

LemonStand is now able to strengthen its presence in Europe with PAYMILL as the German payments provider is available in 40 countries and has gained a wealth of insights from local European markets. While PAYMILL expands its user base by adding LemonStand as an e-commerce platform integration, keeping true to its mission of making online payments easy.

Both companies are focused on delivering a customisable and flexible solution for online retailers. LemonStand's focus is on helping online retailers grow their business by offering free reign to customise the design and the entire shopping experience. Other key features that it offers to growing retailers include e-commerce analytics, robust store management and a powerful API. Partnering with PAYMILL enables the company to also offer its European customers a customisable and seamless checkout experience.

"We're excited to offer PAYMILL as a way for our European customers to seamlessly accept payments from their e-commerce websites," said Danny Halarewich, LemonStand's Co-Founder and CEO.

Regarding the integration, Halarewich added, “The PAYMILL developer docs were very straightforward, easy to follow and the API is terrific. The 3D-Secure integration was the easiest we have ever seen from a payment processor, so they get a big thumbs up from us!”

Getting started with both services is straightforward, LemonStand offers a 14-day trial to new users with plans starting at an introductory price of \$29 per month. PAYMILL is free to sign up for and only charges online retailers 2.95% + 0.28€ per transaction. Combined together their products complement each other to create an experience that makes it incredibly easy for anyone to start selling online.

### **About LemonStand**

The cloud e-commerce platform for growing online retailers. LemonStand helps e-commerce businesses grow by offering complete control over the design and shopping experience. Including robust features to manage, market and analyse their business, and backed by comprehensive customer support, LemonStand fuels growth for online retailers.

Vancouver based LemonStand, founded in 2010 serves thousands of customers across the globe. Helping some of the fastest growing e-commerce businesses including Zippo, RAEN Optics, MyPackage and many more. Backed by BDC Venture Capital and lead by founders Danny Halarewich, CEO and Aleksey Bobkov, CTO. Learn more at [www.lemonstand.com](http://www.lemonstand.com)

### **About PAYMILL**

The online payments solution for merchants of all sizes in Europe. PAYMILL features a developer friendly REST API, allowing online businesses to accept credit and debit card payments directly on their website or in-app. Businesses are able to scale internationally as they can accept payments from around the world. A highly customisable solution with easy integration that lets businesses have full control over their checkout process so they can optimise it for higher conversions. Learn more at [PAYMILL.com](http://PAYMILL.com).

Founded in 2012 and based out of Munich, PAYMILL is funded by renowned investors from Holtzbrinck Ventures, Sunstone Capital and Blumberg Capital. The online payments provider is available in 40 countries and is headed by Mark Henkel, Dr. Stefan Sambol, Jörg Sutara and Kilian Thalhammer. Learn more at [www.paymill.com](http://www.paymill.com)