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NRHA and Payment Alliance International Form Partnership

Louisville, Ky. and Indianapolis, Ind., June 27, 2016 – The [North American Retail Hardware Association \(NRHA\)](#) and [Payment Alliance International \(PAI\)](#) today announced they have formed a partnership to provide independent home improvement retailers with new credit card processing and payment services opportunities. A leader in electronic payment processing solutions, PAI currently serves over 70,000 ATMs and 85,000 retail businesses with a variety of payment solutions and educational opportunities. Beginning today, independent home improvement retailers will have access to many of these benefits, as well.

“We are happy to announce our partnership with NRHA,” says Krista Lowery, senior vice president of PAI. “NRHA members can now tap into cutting-edge payment technologies and services, like EMV chip card processing, e-commerce integration for in-store pickup or shipped orders, and line-busting mobile checkout to lower operating costs, increase profits and enhance the consumer buying experience,” adds Lowery.

PAI is the latest organization to join NRHA’s growing business services offerings, adding to already established member insurance, health insurance and prescription savings card programs designed to provide retailers with alternative solutions to common business needs. Through PAI’s program, retailers receive a detailed charge analysis comparison to see how the program benefits their bottom line, and gain access to the most up-to-date payments technology.

“NRHA is thrilled to provide another business service alternative that directly aligns with our mission to help retailers become better, more profitable merchants,” says Bill Lee, NRHA president and chief executive officer. “Cost-effective and reliable credit card and payment solutions are an important part of the independent home improvement retailing business, and we look forward to offering retailers new opportunities in those areas via PAI.”

To learn more about the PAI program and the offerings available to independent retailers through this partnership, please visit www.GoPAI.com/nrha or call 866.371.2273, select option 1, and reference the NRHA program.

About Payment Alliance International (PAI)

Payment Alliance International (PAI) is the nation’s largest, privately-held provider of ATMs and provides processing and maintenance services, ATM equipment sales and support, as well as ATM branding programs. PAI also offers comprehensive payment and small business solutions including credit, debit and prepaid card acceptance services...all designed to maximize customer success and make business easy. Payment Alliance International is based in Louisville, Kentucky. For more information, please visit GoPAI.com or follow PAI on [Facebook](#) and [Twitter](#).

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About North American Retail Hardware Association (NRHA)

Founded in 1900 by a group of retailers, the North American Retail Hardware Association is a not-for-profit trade association whose mission is to help hardware stores, home centers and lumberyards, regardless of wholesale affiliation, become better and more profitable retailers. Governed by a board of independent hardware retailers, NRHA fulfills its mission by providing information, communication, training programs and networking opportunities for the industry it serves. Each month, NRHA publishes *Hardware Retailing* magazine, which reaches more than 35,000 stores in the U.S. and Canada. NRHA also provides a wealth of online training and educational resources to thousands of retailers on www.nrha.org.

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