



Introducing
FLEXiPOLE™



Point of sale mounting solutions

Introducing
FLEXiPOLE™



FLEXiPOLE™ is a specialist point of sale solution for mounting your card payment machines. Tailwind's expertise allows us to create and produce tailored mounts for PIN Entry Devices (PEDs), designed to latch securely into our FLEXiPOLE™ system.

FlexiPole™ systems are installed in retail locations around the world ranging from fashion to food, leisure outlets to restaurants, including large and small scale retailers.

Why FLEXiPOLE™?

We know about card machines. Our founders came directly from the card payment machine manufacturing industry and our staff have over 80 years' experience in the card payment industry. Choose your payment machine from any provider around the globe and we'll supply a mounting solution designed for your chosen model. A full list of the models we already support is available on our website at: www.tailwind-solutions.com/our_products



We're expert in mounting payment technology at Point of Sale.

"...the physical location of the device and security of components should be considered. Can it be removed easily; are components hard wired together or physically protected to prevent easy tampering or theft?"

Security Guidance for Card Acceptance Devices
UK Card Payments Association in partnership with Financial Fraud Action UK



Because we specialise in mounting card payment machines, our products are packed with design-lead features which put us ahead of the competition:

Unique latching mechanism

FlexiPole™ products latch securely into the **FlexiPole™** stand and stay latched unless a button is released at the back of the mount.

Tilt and swivel action

FlexiPole™ allows your card payment machine to swivel 330° and tilt 140° in either direction.¹

Composite material

Robust, easy to maintain and clean, with no interference for Near Field Communication (NFC) or WiFi.

Bespoke mount

FlexiPole™ is a secure system because we supply an individually tailored 'back plate' for your card payment machine (a PEDPack) which allows our unique latching mechanism to engage with your choice of base.

Price point

Our products offer incredible value for money in comparison to our competitors with a 50% cost saving on an average installation for a retailer.

Works with



Can't see your payment machine listed?

No problem, we can create a bespoke solution for you, just get in touch to find out more or take a look at our universal PED mounting solution, **FlexiGrip**.

¹ Please note the FlexiPole Compact does not rotate, the FlexiPole Contour rotates 180°.

Why mount your card payment machine?

Increased lifespan

Mounting your card payment machine reduces damage to the device itself and to the cabling, ensuring you get the highest possible return on your investment by extending the lifetime of your technology.

Security

Retailers must comply with PCI DSS¹ and ensure the card payment machine is secure from theft or interference.

FlexiPole's tailored PEDPack for card payment machines prevents access to the rear of the machine and our secure latching mechanism, or 'latch and lock' feature with our **SafeBase** product, ensures that stealing the machine itself is extremely challenging for criminals.

Customer Experience

FlexiPole™ mounting solutions are designed to complement the aesthetics of modern card payment machines and offer a clutter free check out environment.

¹ Payment Card Industry Data Security Standard: a worldwide data security standard to protect customer card data.

Protection from PED theft results in a potential saving of circa £300 per incident. Protection from PED tampering can result in savings of circa £200 per incident. False tampers can be frequent and are often the result of innocent interference with the PED through normal handling by the customer and sales person.

"Protect devices that capture payment card data via direct physical interaction with the card from tampering and substitution."

Requirement 9.9 from Payment Card Industry (PCI) Data Security Standards v3.0, a requirement for card-reading devices at point of sale from June 30 2015.

Case Study

A major UK supermarket retailer had approximately 10,000 unmounted PIN Entry Devices (PEDs) installed. After mounting a proportion to test whether there was an improvement in lifespan of the technology, the retailer reported an improvement of over 60% in measured Mean Time Before Failure (MTBF) - a significant operational cost saving. On the basis of these figures the retailer subsequently mounted all its PEDs.





FLEXiPOLE™ Products

FIRSTBASE

Our bestselling base, suitable for the majority of retail locations, **FirstBase** can be used with any of our mounting solutions. Our unique latching mechanism is fitted as standard.

The latch can be released easily using the button at the back of the mount allowing the machine to be passed directly to a customer, for example to a wheelchair user.

You can upgrade your **FirstBase** to **SafeBase** in a simple process, contact us for more details.

SAFEBASE

SafeBase is our secure 'lock and key' base which ensures your card payment machine is completely safe from theft and malicious interference by latching the unit in place and then locking the latch in place with a key. This makes it almost impossible for anyone to gain access to the back of the machine or to steal it.

SafeBase can be used with any of our mounting solutions and offers our most secure base for your payment machine. Keys can be supplied which are unique to each stand, unique to each retail location or with universal keys for your installation.

Mounting Solutions



COMPLETE

The **Complete** is a pole mount standing at 15cm high and allows both the sales person and the customer a comfortable position for entering payment and PIN information. While securely latched into position, the **Complete** allows your **FirstBase** or **SafeBase** to rotate and tilt as required. The **Complete** is our best-selling mount.



COMPACT

The **FlexiPole Compact** is a low profile pole for counter tops which need to save space and minimise the height of their card payment machine mounting solution. At less than half the height of our **Complete**, the **Compact** stands at 7cm. It offers all the advantages of our other **FlexiPole** products with the exception of rotation. Tilt capabilities are fully present.

CONTOUR

The **FlexiPole Contour** is a wall mount solution offering a bracket mount specifically designed to interface with our **FlexiPole** products. The **Contour** offers an ideal solution for Points of Sale where a wall mount is the most convenient option for your card payment machine. The advantages of our **FlexiPole** products are maintained including tilt, swivel (180°) and our secure latching mechanism.



CONNECT

FlexiPole Connect offers a low cost upgrade option for pre-installed third party poles including **SpacePole™**. Switching to our mounting solutions is easy and can be accomplished without changing your pole installation with **Connect** which has been designed to slot easily into poles from other suppliers.





FLEXIGRIP

A universal mounting product, **FlexiGrip** can support any card payment technology and is ideal for retailers who may wish to change their payment technology frequently, maintain their independence in terms of their choice of payment machine or who are unsure on their choice of payment machine at the current time or in the future.

The **FlexiGrip** latches securely into either our **FirstBase** or **SafeBase** product and offers the same benefits and features.

The **FlexiGrip** holds almost any payment machine and has an attractive shape with a small lip at the foot of the mounting platform to support the PED and foam 'grippers' housed in strong 'arms' formed from moulded plastic. The foam grippers are supplied with high friction pads, just remove the protective film to hold your payment machine in place. The **FlexiGrip Duo Lock** is also available offering an extra firm grip for larger payment machines, just contact us for more details.



TAXI

FlexiPole Taxi is a mounting solution for card payment machines in private hire cabs.

Designed to mount the payment machine onto the passenger headrest in a standard saloon car, the mount allows the driver to enter the payment amount and swivel the machine for the passenger, no matter which seat they choose to occupy.

FlexiPole Taxi secures the payment machine with our unique latching mechanism and extends its lifespan by fixing cables in place and reducing natural wear and tear from handling by driver and passenger.

A smooth payment experience for the customer and a clutter free cab for the driver are added benefits.

"16% of all product returns are classed as 'Customer Damage'; 61% of these are due to cable damage."

A major global supplier of card payment machines and PIN Entry Devices

Additional Information

Counter top/rotation space: 30cm diameter space is required to allow for free movement of your **FlexiPole™**.

Cabling: two channels are supplied as standard within the pole for cabling.

Installation: **FlexiPole™** can be drill or adhesive mounted, it's quick, easy and full instructions are supplied. A high bond adhesive pad is included with all counter top poles.

Accessibility: **FlexiPole™** products are fully compliant with the UK's 1995 Disability Discrimination Act.

Globally Trusted Supplier: **FlexiPole™** products are currently installed in locations around the globe.