

Banrisul and Shopping Total launch pioneering credit card

At the beginning of next month, Banrisul and Shopping Total will be launching an unprecedented product in the Southern region shopping mall segment – the Private Label Banrisul Shopping Total Card. This new credit card has the benefit of no annual fee, but its main advantage lies in the fact that clients have up to six interest-free months to pay for purchases from any store in the Shopping Total mall. Last Thursday, the private label card's issuance and administration agreement was signed by Banrisul's CEO, Fernando Lemos, and Shopping Total's Superintendent, Eduardo Oltramari, at the bank's headquarters..

At the ceremony, Lemos declared that the Brazilian credit card market was experiencing exceptional growth. 'The combined power of these two leading Rio Grande do Sul brands will undoubtedly make it easier for storekeepers to do business, as well as giving clients the comfort and convenience of a safe and flexible credit instrument', he underlined.

Shopping Total's Superintendent praised the skill of Banrisul's specialists in coming up with a pioneering product which will lift client-retail relations to a new level. 'Banrisul has met consumers' need for a more efficient purchasing mechanism by developing the most up-to-date, made-to-measure private label card on the market, thereby strengthening relations between shopkeepers and their customers,' he declared, adding that the product may be expanded to other group malls in Curitiba and Joinville as it gained ground.

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