

Press release
Warsaw, 3 March 2020

Nutridome Selects Straal Payments and Develops Subscription Business

- A shop with selected cosmetics [Nutridome](#) has implemented Straal payment, optimization and analytical solutions.
- Thanks to [Straal](#), customers of Nutridome.pl can make quick and convenient payments with cards of all major organizations as well as securely save their credentials on file to automatically pay for subscriptions.
- Under the contract, Straal provides Nutridome.pl with a next-gen payment gateway, a set of proprietary optimization logics maximizing the effectiveness of recurring transactions, and a managerial and analytical panel – Kompas.
- Nutridome is among the pioneers of modern subscription commerce in the Polish beauty industry. Although experts claim that subscription boxes with cosmetics belong to the category of emerging services in Poland, they also admit that they are one of the most promising segments of the developing subscription market.

[Straal](#) – an international provider of effective payment, optimization and fraud prevention solutions for digital commerce – announced that [Nutridome.pl](#) has integrated its online card payment system. Straal provides Nutridome.pl with a next-gen payment gateway, a set of proprietary optimization logics designed to maximize the effectiveness of recurring transactions, and access to Straal Kompas – a powerful and intuitive analytics and management panel.

Thanks to the suite of Straal solutions, the customers of Nutridome.pl can pay with Mastercard and Visa cards as well as securely save their card details on file to automatically pay for their subscription-based purchases. The security of card data is affirmed by Level 1. PCI DSS certificate. Straal's solutions will enable Nutridome to collect subscription payments effectively, monitor key transaction metrics, as well as manage subscription plans and user accounts.

At Straal, we create solutions that make accepting e-payments one of the key revenue-triggering factors, said Michał Jędraszak, CEO of Straal. We are glad that Nutridome, as the first Polish business from the beauty industry, has placed their trust in our expertise and experience, added Mr. Jędraszak.

According to the *Subscriptions PL* report issued in the summer of 2019 by Digital Poland Foundation and Straal in partnership with Visa, UPC, player.pl and MCI, subscription boxes with cosmetics belong to the category of emerging subscription services in Poland. Approx. 5% of Polish subscribers purchase them, however – as the authors explain – they constitute one of the most promising segments of the market. The success stories of brands such as Ipsy, Birchbox or Dollar Shave Club prove it.

We perceive subscriptions as a natural extension of the offering of the beauty industry. Consumers use their favorite products regularly, and a subscription is a perfect way to maintain the continuity of treatment, explains Paulina Makowiecka from Nutridome. We have chosen Straal due to its thorough knowledge of the subscription market and expertise in the area of payments processing.

Nutridome is a shop with curated cosmetics distinguished by expert customer care and careful selection of products. Paying a visit to Nutridome saves time: the shop collaborates only with select brands whose products have special formulas. The offering of the shop is available online at www.nutridome.pl and in physical stores in Galeria Mokotów (Warsaw) and Galeria Słoneczna (Radom).

Straal is an international provider of payment, optimization and fraud prevention solutions for future-minded businesses. The company offers a comprehensive suite of products that make accepting digital payments easier, as well as more effective and secure. Straal enables accepting one-off and recurring payments carried out by customers with credit and debit cards of all major organizations, initiating transactions via open banking APIs, ordering SEPA Direct Debit cycles and more. Thanks to Straal, customers can pay in currencies of their choice (over 150 options), using their preferred desktop and mobile platforms, while merchants can effectively maximise their transaction approval rate and mitigate risk. Founded in 2017, the company is headquartered in Warsaw, Poland.

More information: www.straal.com

Newsroom: www.straal.com/newsroom

Contact for media:

Olgierd Borówka
Marketing & PR Manager
+48 784 624 480
olgierd.borowka@straal.com