



Retail Launch Kit Tap to Pay

Version 2608

Aug 2026



The Physical Product

Tap to Pay Activation Kit

Strategic Rationale Route to Market

Hero SKU

Physical SKU that retailers and merchants recognise.

Market Fit

Targets merchants who prefer tangible purchases.

Envelope

Thin hanging pouch/sleeve (signals software, not hardware).

Box

A box that can sit in our existing planogram.





The Box



Built for the shelf

Box

Dimensions (LxWxH)

120mm x 27 mm x 150 mm

Display

Hang or freestanding

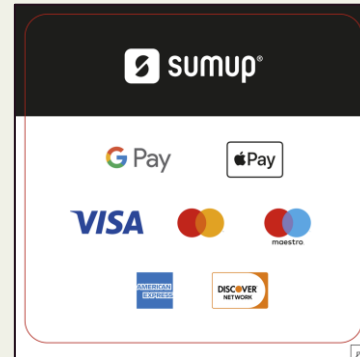
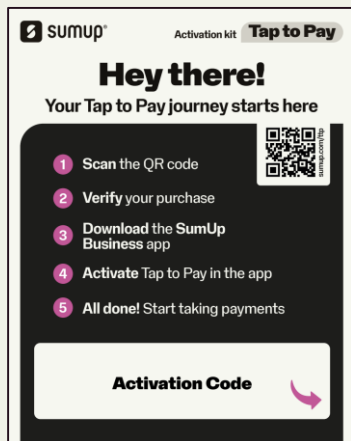
Preferred Placement

Primary, alongside our card readers

Advantages

1. More **premium** feel
2. More **space** for content and marketing
3. **Fits** into existing planogram

What's in the box?



Everything to get started.
The activation kit contains all the essentials to set up and start rewarding customers from day one.

Customer Journey



Shop at store

Purchase Kit online and go through checkout process.

Scan QR Code

Customer scans a QR code on the manual in the kit.

TTP Landing Page

SumUp TTP Retail dedicated landing [page](#).

Verification

The codes will be verified by the system

Activate

Customer Tap to Pays and activates TTP on SumUp website.

Localisation matrix



Market	UK	FR	IT	DE/AT	ES	PT
Languages	EN	FR	IT	DE	ES	PT
Form factor	Box + Envelope	Box + Envelope	Box + Envelope	Box	Envelope	Envelope

Market	NL	PO	HU	CZ	IE, CH, BE, LX
Languages	NL	PO	HU	EN	EN
Form factor	Box	Box	Box	Box	Box

Tap to Pay Packaging Specs



Box features

Width	Depth
120 mm	27 mm
Height	Weight
150 mm	49 g

Tech sheet [here](#)



Disclaimer

Slight variations in packaging sizes may occur, but these will not impact listings or planograms.

Taglines & Main Claims

- Tap to Pay must always be written like this, with the T and P capitalised
- The offer must be used with the disclaimer which can be found in the display content linked below

01.

Take payments with your phone.

02.

Your first £1,000 in payments without fees.

03.

Always in your pocket, always within reach – no extra hardware needed.

04.

Start selling in minutes.

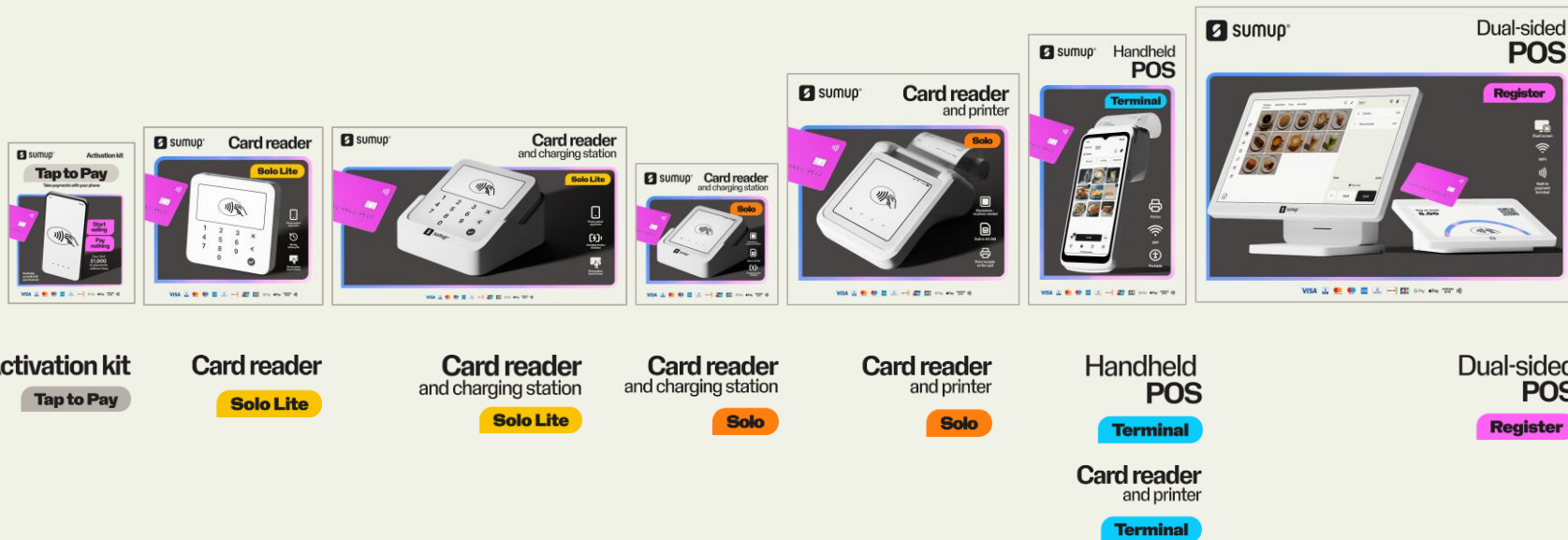
Link to the **generic TTP content document**.



Link to the **TTP activation kit display content**.



Product portfolio differentiation



- Standardized hierarchy between product naming and functionality
- Specific tag and colour-coding system between different product families
- This system needs to be applied in all retail assets for consistency

Thank you