



WLA's road to success continues: Four new organizations join the alliance

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Giesecke+Devrient

The White Label Alliance (WLA) has seen a steady increase in members since its founding in March 2021, including new partners Modena, AdvanIDE, PAX Technology, and WizarPOS.

Founded by Giesecke+Devrient (G+D), IDEMIA, and NXP® Semiconductors in March 2021, the WLA aims to provide independent payment solutions for national and private-label payment brands. To this end, the WLA is establishing an open technology standard leveraging EMV for contact and contactless card and mobile device payments. In addition to payment sovereignty, the white-label approach offers domestic and private label schemes advantages such as interoperability, cost efficiency, and an essential technology brick for customized payment systems.

The alliance now welcomes Modena, a payment solution provider, AdvanIDE, a provider of semiconductors and contactless inlays for payment cards, and POS (point of sale) manufacturers PAX Technology and WizarPOS as new members. As each member has a different background in the payment sector, including POS services and solution providers, their participation highlights the growing importance of self-managed payment systems worldwide.

The WLA organization invites new members from all industries, such as service providers, system integrators, manufacturers of payment cards, chips, terminals, and applications, or financial institutions. As a member-driven organization, the WLA offers different levels of membership tailored for individual needs. The WLA invites all stakeholders to join in its effort to transform white-label payments to ensure widespread adoption of operator-run white-label payment systems as well as jointly driving the evolution of the standard.

"We are thrilled by the success of the recently launched initiative. Growing our member base is confirmation for us that we have struck a chord with our white label contactless payment standard, answering genuine needs for independence in the industry," explains WLA President Jacques Doucerain. "We expect the alliance to become increasingly attractive to other companies and organizations as global demand for open, independent payment standards continue to grow."

About WLA

Headquartered in Munich, the White Label Alliance (WLA) is a member-driven organization committed to extensive adoption of independent payment solutions for smart card and digital firms based on WLA payment standards that enable ready-to-deploy and interoperable payment solutions. Find out more at wla-payment.org.

