

By Jackie Jones (jackiejones@questex.com)

CardFlex Merchant Services Integrated Into Tabulous Tablets

COSTA MESA, Calif. — The merchant services of CardFlex Inc., a financial services and payment solutions company, are now integrated into Tabulous tablets, giving its customers instant access to credit card processing on the go.

The integration is part of a broader agreement that makes the Direct Response Marketing Alliance (DRMA) member an exclusive provider of merchant processing and banking services to Tabulous Cloud.

“It is exciting to be part of this innovative offering and to partner with a company like Tabulous, which shares our focus on leveraging the latest technologies to provide customers

with groundbreaking products and services,” says CardFlex CEO and President Andrew Phillips.

“Our goal is to remove the friction entrepreneurs encounter when trying to collect payments from their customers while simultaneously decreasing the lead time for accessing their revenue,” says Austin Hurst, director at Tabulous.

“Tabulous is very excited to be working closely with such a reputable merchant provider as CardFlex to bring next-generation processing applications to mobile devices and tablets,” adds Tabulous director Zach Hurst.



A credit card scanner will link to a Tabulous tablet via Bluetooth to process transactions, resulting in a virtual point-of-sale terminal that can be used to process sales nearly anywhere, according to CardFlex. Funds are deposited directly into the merchant's bank account and can be accessed — in some cases immediately — with a CardFlex debit card.

Surging Media Group Produces FoodSaver DRTV Spots



LOS ANGELES — Jarden Consumer Solutions has chosen Direct Response Marketing Alliance (DRMA) member Surging Media Group as its agency of choice to produce the long-form infomercial and short-form spots for the latest FoodSaver branded products campaign.

The full-service direct response production agency created 30-second and 60-second commercials for FoodSaver, as well as a half-hour show. The campaign rolled out originally in mid-June.

“We are really excited to be working with the Jarden Group on the FoodSaver campaign,” says Sergio Myers, chief creative director at Surging Group Media. “Our goal with the campaign was to show the real money-saving value by focusing on a central theme — ‘money-saving moms’ — and filming feature stories in real customers’ homes to show how moms and families save money with the entire FoodSaver System. Families now spend a lot of time ‘shopping smart’ and we are showing that it’s just as important to ‘save smart.’”

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To be featured in DRMA News, send your press releases and case studies to **Jackie Jones** at jackiejones@questex.com.

NEWS CORNER

LISTEN UP ESPAÑOL welcomes direct response veteran Tom Sheppard in a new business and client development role.

HIGHER POWER MARKETING announces it made the 2011 *Inc.* 500/5000 list, *Inc.* magazine’s annual measure of entrepreneurial success.

TRANSFIRST acquires Solveras Payment Solutions, a provider of electronic payment processing services based in Arlington, Va.

MERITUS PAYMENT SOLUTIONS names Timothy Hills as its director of business development.



Martin Mendoza, the winner of the second Listen Up Español Mic Car raffle, celebrates with fellow employees. The event, hosted at Listen Up Español’s Hermosillo, Mexico call center, happens every two months to reward agents.