

Dear Clients and Colleagues,

It is my pleasure to send you this interesting and informative Spring Newsletter! It focuses on payment industry trends and information for financial institutions.

At CashTrans, it is my responsibility to constantly seek information and share perspectives that will help you and your staff to better manage your institution as it relates to electronic payments services.



Do not hesitate to contact me with any questions, if I can be of assistance or with suggestions for future topics we might address. Thank you for your time!

In This Issue[Federal Reserve Study](#)[ATM Consumer Study](#)[Branch Innovations](#)**ABOUT CASH
TRANSACTIONS LLC**

Since 1996 we have served financial institutions and retailers in the southeast and across the U.S.

Thank you for the trust you place in us and do not hesitate to contact us

Best regards,

Russ Schoper
Marketing and Business Development
CashTrans
770-740-9979
Russ.Schoper@CashTrans.com

**Federal Reserve Study Supports
Move to Electronic Payments!**

For 10 years the Federal Reserve Banks have conducted a payments study to estimate the volume and value of checks and other retail payments.

The most recent study completed in 2010, indicates that almost 80% of all non-cash payments are now electronic.

Today, the usage of checks is at an all time low.

[Click Here to Receive a Copy...](#)

ATM Consumer Survey

Consumer Knowledge, Preferences, and Trends

U.S. consumers prefer to interact with an ATM rather than a teller including to make a deposit. Also bulk cash and check deposit functionality are key to the ATM. Many experts believe this is a strong indication that bulk check and cash deposits will continue to be a desired service by your customers.

**WINCOR
NIXDORF**

To obtain a copy of the **ATM Consumer Survey Executive Report** simply click on the link below.

[Click Here for the Report...](#)

Branch Innovations

New Product for Community Financial Institutions

The growth of automated "envelope free" deposit automation solutions in the U.S. has been impressive.

All major ATM manufacturers predict wide spread adoption by banks and credit unions in just a few years.



One new solution developed by **CashTrans** is now being tested and rolled out across the Southeast. It allows any financial institution of any size be able to compete with anyone!

For more information on this innovative "turn-key" bulk check and cash deposit solution called "ATMLynk" please click on the link below.

[Click to Obtain More Information...](#)

with any questions, service needs or advice on managing your ATM program.

"We will earn your business everyday"

3286 Humphries Hill Rd.
Austell, Georgia 30106
Cash Transactions LLC
800-262-7995

[Join CashTrans Mailing List](#)

Any questions please contact us at: media@cashtrans.com