

## Attention Shops that Accept Credit Cards...

Published by Nadeem Muaddi | The Hog Ring on September 29th, 2015

If your auto upholstery shop accepts credit card payment, listen up.



Starting Oct. 1, businesses that haven't yet switched from old credit card terminals that process vulnerable magnetic strip cards to new credit card terminals that process more secure chip cards will be held liable for all fraudulent charges.

SEMA explains:

*Essentially, Mastercard, Visa, American Express and the like have had it with old-technology magnetic-stripe cards, which are easy plunder for fraudsters, so they've decided to shift the fraud liability to businesses that insist on mag-stripe technology and don't bring in new chip card terminals. Thus, if a fraudster comes into your non-chip-card-ready business after October 1 and charge a part—or more—on a credit card, your business eats the loss.*

*All of it. Problem is, thousands of U.S. businesses have no idea that they're on a collision course with fraud liability this fall. And credit card companies are starting to get worried*

*"While the credit card industry needs to churn out a lot more chip cards, retailers seem to be in worse shape," said Matt Schulz, a senior industry analyst at CreditCards.com. "Very few are ready to accept chip cards."*

*Indeed. According to February 2015 poll by Newtek Business Services, 71% of business owners are unaware that they'll be on the hook for magnetic stripe fraud after October 2015.*

*"It is apparent that business owners still do not have a full understanding of the importance of chip card processing," said Barry Sloane, CEO of Newtek. "It is extremely important for individuals taking credit card payments to be aware."*

*Despite the backlash anticipated from businesses that begin getting stung for fraud this fall, the major credit card companies are hanging tough with their deadlines.*

Not sure if you're using an old or new processing terminal? If your machine has two slots—one for swiping and another for inserting credit card—you're using the new machine. This is because chip cards need to be inserted into the terminal rather than swiped.



Here is an example of what a new machine looks like: If your machine only has a slot for swiping, turn it over. There should be a sticker on the bottom side that provides contact information for the company that leased you the machine and processes your customers' payments.

Call the company and request that your auto upholstery business be immediately transitioned over to a new chip-processing terminal. Failing to do so could end up costing a lot of money.

## KEE Sponsors The Hog Ring

### What's The Hog Ring?

The Hog Ring is a website created by auto trimmers for auto trimmers – where industry professionals can read news, learn about the products, share ideas and connect. Think of them as a cross between a traditional trade journal and a social-networking site.



### What's the goal of The Hog Ring?

Our goal is to strengthen and advance the auto upholstery community. We do this by providing in-depth news coverage of the industry, a dynamic space for professionals to talk shop, and loads of resources for trimmers to utilize. [www.thehogring.com](http://www.thehogring.com)

## BLEM CONVERTIBLE TOPS

### Have we got a deal for you!!!

We have some convertible tops in stock that have an appearance flaw which prevents us from selling them as first quality merchandise. These blem are really very good and are being sold for an incredibly low price. Perfect for car bargain shopping. Ask your customer service rep. for details!!



## CHARCOAL, GREEN, & CLEAR PLASTIC WINDOWS

*\*Not available for all models, check with your customer service representative for details.*

## Trimmer Tip

**When replacing a rear curtain only, the zipper on the new curtain may not match the original in the car. If the original zipper is still good:**

- Unbolt the old curtain and unzip the curtain at the top.
- Carefully remove the zipper from the old curtain, as well as the zipper on the new curtain.
- Sew original zipper to the new curtain.
- Zip the new curtain in and re-bolt to the car.

**This saves dismantling the top, and you have a new zipper to save for later! This works for hard glass windows as well as plastic.**