

# APT LTD Announces Exciting New Rebrand To Showcase Its Strategy For Innovation

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[02 01 2019, London, UK] London based BACS payments processing software company APT Ltd has undergone a total brand review and today unveiled its new logo, tagline and website to support its mission - **to craft the next generation of payment processing solutions and provide uncompromising cashflow efficiency.**

APT LTD has created iConnect, a BACS approved payment service for the processing of Direct Debit & Direct Credit in UK. Only software solutions that have passed a number of rigorous testing and approval processes are allowed to connect to Bacstel-IP for BACS Processing. **'iConnect' was the first hosted cloud solution in UK and processes over 40 million payments annually with a value of over £40 billion.**

The new brand identity reflects APT's promise to provide top-notch customer service, and provide their customers with a seamless, automated payment processing solution, ensuring both maximum security and maximum error reduction. The new tagline 'Defining the future of payments since 1977' showcases more than 40 years' experience in the direct debit & credit payments industry and their strive for innovation.

*'Our previous brand proudly served APT for more than a decade, but as we started rapidly growing and planning on aggressively expanding our services portfolio, we would like our brand to represent our new motto of defining the future of payments since 1977.'* says Kanchan Kamdar, APT LTD Managing Director.

*Carlos Lapao, APT Ltd CTO, adds 'Cyber Security being one of the main concerns in finance technology companies, I can guarantee that APT engineers live and breathe security every day to seamlessly protect our customers. We are proud to not compromise on it.'*

In addition, Carlos Lapao has been selected to be part of the Pay.uk advisory boards to become part of the change in the payment industry and put forward APT LTD customers' needs where necessary.

## What new logo means

APT LTD's new logo symbolises circular movement, representing the movement of cash flow and continuous improvement of their systems. The new logo is intended to be modern and friendly, just as we are at APT. The new logo is simple, clean, mature and symbolises the company's strive for continual innovation.

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Official launch date: 2nd January 2019

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