



Applicants for the Trading Online Voucher are now eligible for funding for the Retail Excellence eCommerce Trustmark

Retail Excellence, the largest retail representative body in Ireland, are delighted to inform Irish retailers who are starting their online journey and are applying for a Trading Online Voucher from Local Enterprise Offices that the eCommerce Trustmark is now eligible for funding under the scheme.

In partnership with eCommerce Europe, Retail Excellence has launched the Irish eCommerce Trustmark which is a European-wide initiative and is designed to provide confidence to purchasers throughout the Member States whilst shopping online. The overall impact of this has led to retailers reporting an increase in trading volumes by 26%. The Trustmark initiative also includes an International Handling Procedure available to both consumers and retailers which safeguards both parties rights.

Lorraine Higgins of Retail Excellence stated "Over the course of 2017, European consumers will purchase €598billion online but Irish retailers face significant challenges selling in Europe as consumers in other countries may not be familiar with an Irish brand and so maybe wary of purchasing on that website. The Trustmark helps to bridge this trust issue by increasing consumer confidence that they are buying from a legitimate website which is compliant with the latest Irish and EU legislation and satisfies legal audits conducted by our partner legal advisors, Maples."

"Therefore, displaying a Trustmark logo on your website will increase sales by 26% because research suggests two-thirds of consumers in the EU prefer to use a website backed by a recognised Trustmark before completing an international purchase. With the advent of Brexit and all the uncertainty it brings, it is important that Irish retailers look beyond traditional markets and seek out new ones and any mechanism that makes this easier has to be welcomed," Ms Higgins stated.

"We are delighted to partner with Local Enterprise Offices to offer the Trustmark and would like to thank them, the Minister for Communications, Denis Naughten and his Department for backing this important initiative. Many prominent Irish retailers throughout the country have availed of the Trustmark and this is a huge endorsement of the benefits of it and our work in supporting retailers on their online journey" Ms Higgins concluded.

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Editors Notes:

For more information please contact your Local Enterprise Office or david.campbell@retailexcellence.ie

About Retail Excellence

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,750 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.