

— MEDIA & PRESS · COMPANY OVERVIEW

THE VALMAR STORY

Payments built for the businesses other
processors turn away.



WHO WE ARE

2013

Founded as a privately held fintech

3

Sponsor banks backing every account

5.0

Average Google review rating

WHAT WE DO

Card, ACH, eCheck, real-time payments & instant funding

HQ

Buffalo, New York

LEADERSHIP

Richard Heaton, CEO

PARENT ORG

Valmar Holdings

— WHY BUSINESSES CHOOSE VALMAR

A PAYMENTS PARTNER, NOT A PROCESSOR

01

Direct bank relationships

Stable accounts, including regulated verticals others avoid.

02

Transparent pricing

No mystery fees, no long-term contracts, no cancellation fees.

03

Fast onboarding

Most merchants approved in under 48 hours.

04

Support that shows up

A dedicated success team of real people, not a call center.

05

The Valmar Gateway

Real-time data, fraud filters & reporting in one dashboard.

06

Compliance that protects

Proactive monitoring keeps merchants below chargeback thresholds.

— LEADERSHIP

DECADES OF PAYMENTS EXPERIENCE



Richard Heaton
CHIEF EXECUTIVE OFFICER



Andrew Tussing
CHIEF FINANCIAL OFFICER



Joe Battaglia
DIRECTOR OF SALES



Justin Shuttleworth
TECHNICAL LEAD

Plus a dedicated sales, payments-enablement & customer-success team — several holding CPA, ACAMS, CKYCA & CCCE credentials.

WHY MERCHANTS STICK WITH VALMAR

“We couldn’t grow without partners like Valmar that take the stress out of wondering if payments will be processed in a timely manner.”

Ann Gauger

Owner, Caprock Family Hemp Farms · Texas

“I was referred to Valmar by a friend, and couldn’t be happier with the service I have received.”

Ron Green

Owner, Rochester Roofing · Rochester, NY

★★★★★ Rated 5 stars on Google

— MEMBERSHIPS & CERTIFICATIONS

ACCREDITED & CERTIFIED



Member of Nacha, the Electronic Transactions Association, Online Lenders Alliance, and the Hemp Beverage Alliance — and a **BBB Accredited Business with an A+ rating**.

— GET IN TOUCH

LET'S TALK PAYMENTS

WEB

vlmr.com

PHONE

1-866-825-6271

PRESS

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