



# **ASA BANK AND PRINTEC PARTNER WITH CASTLES TECHNOLOGY TO LAUNCH BOSNIA'S FIRST ANDROID EFT POS DEVICES**



# The Challenge

## Breaking into merchant services

With 61 branches and more than 60 years of tradition, ASA Bank has long been a trusted financial partner for local people and businesses. But until recently, one service was missing from its portfolio: POS acquiring. Determined to fill that gap and enhance its offering, ASA Bank set its sights on entering the merchant services space with modern, future-proof technology.

The vision was clear, to establish a foundation for long-term growth by delivering next generation POS solutions and providing local merchants with new levels of payment acceptance flexibility, performance and scalability.

ASA Bank was starting from scratch, with no existing merchant acquiring business in place. They needed a reliable partner ecosystem, cutting-edge devices, and a proven implementation model.

“

*ASA Bank, the largest domestically owned bank in Bosnia and Herzegovina, has partnered with Printec and Castles Technology to launch the country's first Android EFT POS devices. This milestone marks ASA's entry into the point of sale (POS) acquiring market, expanding its services with modern, future-ready technology and positioning the Bank as a pioneer in digital payments.*



# The Solution

## A bold ambition called for a collaborative approach

The timeline was short, and the solution had to comply fully with fiscal and regulatory requirements. On top of that, ASA wanted more than just a payment device. They were looking for a scalable platform that could evolve to support loyalty, fiscal integration, and other digital services over time.

ASA Bank partnered with Printec and Castles Technology to make the project a reality. A five-year rental and outsourcing agreement was put in place, with a clear roadmap for scaling device deployment. The rollout began with less 1000 devices in the first year and is on track to reach around 5000 devices by 2029.

## Leading the way with future-proof technology

The chosen hardware solution was the Castles Technology S1F3 Android SmartPOS, a versatile device that can function as both a countertop and mobile terminal. With advanced connectivity through 5G, Wi-Fi, and Bluetooth, it delivered high performance and flexibility from day one.

Printec took the lead in Bosnia, managing the development of the POS application and integrating it with the Bank's processing centre, while Castles Technology provided the hardware, customization options, and ongoing technical support.

Together, the three partners navigated regulatory hurdles, secured fiscal alignment, and ensured the project remained on schedule.





# Results and Outcomes:

## ASA Bank is now established in the merchant acquiring market

By mid-2025, ASA Bank's installed base of devices, transaction volumes, and transaction counts had all met its business plan projections. Local merchants now have access to world-class acceptance infrastructure and have responded positively to the speed, reliability, and modern design of the Android SmartPOS terminals.

For ASA Bank, the project was more than a technical rollout. It was a strategic move that expanded its service portfolio, positioned the bank as an innovator in the local market, and reinforced its role as a leader in Bosnia and Herzegovina's financial sector.



*The launch of Android EFT POS devices is just the beginning. With a modern, flexible infrastructure now in place, we are well positioned to roll out new services, integrate with partners, and continue driving digital transformation across our business.*



*Reflecting on the collaboration, Hasan Hasic, Board member at ASA Bank, says, "Partnering with Printec and Castles Technology, and deploying smart Android EFT POS devices, was the right decision for our market. Despite tight timelines, the project went from zero to live in record time, enabling us to enter the POS acquiring space successfully, achieve strong merchant adoption, and strengthen our competitive position."*



*The success of this project shows the power of combining global technology with strong local expertise. ASA Bank had a bold vision, Castles provided a world-class platform, and Printec delivered the implementation from zero to live in record time. The result is a modern Android POS network that transforms how merchants accept payments and opens the door to new digital services across Bosnia and Herzegovina.*

**Kenan Halilović**  
Country Lead Printec Bosnia and Herzegovina

# Benefits:

## A testament to the power of partnerships

The project underscores why Printec and Castles Technology have become the partners of choice for financial institutions looking to modernize payment acceptance and lead innovation in the Balkans and beyond.



### For ASA Bank, the impact goes beyond the technical deployment:

#### **Strategic Expansion**

Expanded service portfolio to include merchant acquiring for the first time.

#### **Market Leadership**

Positioned as a pioneer in digital payments within Bosnia and Herzegovina.

#### **Scalability & Flexibility**

Built a modern infrastructure capable of supporting future services such as loyalty, fiscal integration, and broader digital transformation.

#### **Stronger Competitiveness**

Reinforced its role as a leading financial institution with innovative offerings for merchants.

Reflecting on the project, ASA Bank highlighted the partnership with Printec and Castles Technology as a decisive factor in going from zero to live in record time, achieving strong merchant adoption, and setting the stage for ongoing innovation.

It demonstrates the value of combining local expertise with a future-proof, scalable POS platform, and shows what's possible when banks and technology partners align on vision, execution, and innovation.

**Castles Technology**  
[www.castlestech.com](http://www.castlestech.com)

**Printec**  
[www.printecgroup.com](http://www.printecgroup.com)

**ASA Banka**  
[www.asabanka.ba](http://www.asabanka.ba)