



Case Study

How PayPal helped Pressed pave the way to success

Pressed Juicery opened their first storefront, a 25 square-foot “juice closet” in Los Angeles, in 2010 where they served up delicious, cold-pressed juice blends. While Pressed grew at a steady pace, adding new locations, expanding their menu and dropping “Juicery” from their name, they remained steadfast to their original mission: to pave the way for plant-forward living by making real, healthy food accessible to everyone. This mission is what continues to drive the company into new and different markets spanning retail, digital, and wholesale distribution channels.

We had the opportunity to speak with Pressed’s Vice President of Digital Commerce and Technology, Blaine LaBron, about the brand’s evolution and how PayPal’s Enterprise Solutions help them deliver a true multi-channel experience.

“We are more than a juice company not just from a product standpoint, but also from a technology standpoint,” LaBron stated. “We want to meet our customers where they are.”

Braintree delivers a seamless solution to support a multi-channel experience

When they first started their loyalty and membership program, Pressed faced many challenges with their previous payment processor. They turned to PayPal's Braintree for a scalable, innovative solution that could help optimize growth with the company.

"The move to Braintree helped reduce our efforts and allowed us to focus more on the customer," LaBron shared. **"We looked at other subscription providers, but Braintree helped simplify the process without introducing any friction to our customer experience."**

To further enhance their customer experience, Pressed began exploring Alternative Payment Methods (APMs) to accommodate the growth of their digital sales, specifically for those paying on mobile devices.

Braintree made it easy to add alternative choices without costly development time. A simple transition to Braintree's streamlined UI, which includes PayPal and Venmo, delivered immediate results for Pressed.

Venmo: More than just another way to pay

With digital sales rapidly increasing across mobile devices, integrating APMs became a critical initiative. What was surprising to the Pressed team was how seamless the APM integration was with Braintree, and how quickly they saw changes in payment patterns.

"Since everything Braintree delivers comes from a developer mindset, implementation is easy," LaBron explained. **"It doesn't require significant time from my team, and I appreciate that more than anything."**

LaBron also found it remarkable that the Average Order Value (AOV) for Venmo was 57% higher than their membership AOV using traditional credit cards.

With Braintree as their support platform, Pressed continues to prioritize adding APMs to all their channels and incorporating them into every digital touchpoint.

69%

*increase in
conversion
rates.**

50%

*of transactions
made via Venmo
or PayPal.**

53.6%

*of Venmo
transactions made
via desktop.**

* Data source is from Pressed, 2021. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.



Sowing the seeds for a plant-forward future

Now that Pressed has built a robust digital experience, they're working to extend that streamlined approach to their retail operations. With the new Pressed app, for instance, store associates can easily manage digital sales in real time, using one centralized platform to serve multiple channels, audiences, and payment options.

"What I love about working on the technology for Pressed is that we're really innovating the quick service restaurant space like no one else," says LaBron.

By leveraging technology to connect experiences, regardless of platform or even location, the Pressed team can focus on their customers and products. Despite the ever-expanding payment space, LaBron is confident that their collaboration with PayPal is the right one for their long-term success.



"It's rare to find a payment processor that's actually innovating in the space right now," LaBron said. **"With PayPal, I don't have to worry about the future of payments."**

LaBron is most excited by the scope of what PayPal and Pressed can achieve together. The sky is the limit as his team works to fulfill Pressed's mission and explore the endless possibilities of a plant-forward future.



"I'm looking at the future of technology in the retail space as payment platforms evolve. I have no doubt we can continue to integrate as we grow because we've partnered with PayPal."

Blaine LaBron

Vice President of Digital Commerce and Technology, Pressed

