



## **BranchServ Launches CV Cash Automation Brand with Expanded Portfolio**

### **BranchServ Partners with Ellenby Technologies**

BETHEL, Conn., Jan. 10, 2018 /PRNewswire/ -- BranchServ, a Division of Custom Vault Corporation, has launched the *CV Cash Automation* brand to encompass its cash recycling business and new products secured via a partnership with Ellenby Technologies. As a result, BranchServ will now offer the [CV Cash Automation LTA-350 recycler](#) and [CashTrak™ currency depositing smart safes](#) under the CV Cash Automation umbrella.

The LTA-350 Cash Recycler from Atec drove BranchServ's automation success in 2017 due to its market leading capabilities, security and value. Rolling this product under the new *CV Cash Automation* brand communicates the company's ongoing commitment to expanding installations nationwide. According to David Pepin, Chief Operating Officer "BranchServ is dedicated to responding to the customer need for enhanced operational efficiencies, and growing its recycler business under the *CV Cash Automation* brand. Furthermore, we are now offering scalable retail cash management technology to allow banks and credit unions to grow their commercial business. Our expanded portfolio ensures that we meet all automation needs for our customers."

The CashTrak™ Series is comprised of four separate retail cash management solutions for banks to offer to their commercial base. The CTS, CT410, CT420, and CT450 deliver security, serviceability and simplicity. Specifically, these Cash Validating Deposit Safes, intelligently designed for use at convenience stores, fuel stations, and other retail locations, will make on-site cash management affordable for commercial bank customers. Bob Dobbins, CEO for Ellenby Technologies, Inc. noted "BranchServ's strong reputation and loyal customer base aligns perfectly with Ellenby's commitment to providing world-class intelligent product solutions and we are excited about this alliance."

BranchServ will be debuting *CV Cash Automation* products at [BankWorld 2018](#), scheduled for this Friday, January 12, 2018 at Mohegan Sun in Connecticut.

For more information about BranchServ and CV Cash Automation, please visit [www.branchserv.com](http://www.branchserv.com) or call 203.403.4200.