**Energy retailer Blue NRG enters into an Australian first partnership with ZIP Co**

Australia’s only specialist business to business energy retailer Blue NRG to be fully integrated into Zip Co’s payment platform

**Melbourne, Australia July 06**, Australia’s business only specialist electricity retailer Blue NRG is pleased to announce an Australian first partnership with Australia’s leading buy now pay later provider, Zip Co (ASX: Z1P).

With energy a critical and a necessary cost of running a business, the partnership between Blue NRG and Zip will provide additional options for businesses seeking greater control of their cashflow.

“As a business energy retailer Blue NRG is all about innovation and providing value to our customers and this Australian first partnership with Zip will do exactly that for our customers,” said Blue NRG’s General Manager Duncan Jacklin.

Through the partnership Blue NRG customers will have access to an alternative payment method through Zip Pay, Zip Money and Zip Business in a first of its kind offering from an Australian energy retailer.

“Blue NRG is the first energy retailer in Australia to fully integrate with Zip on its payment platform. We’ve been monitoring payment trends and listening to customers and this launch aligns Blue NRG to our customers’ future needs. Zip Co is an innovative company who we’re proud to partner with in order to offer greater flexibility to our customers,” Mr. Jacklin said.

“We are excited to be partnering with Blue NRG and bringing Zip’s range of fair, transparent and innovative products to the energy sector and to the company’s customers. This is another important step in Zip becoming the first payment choice everywhere and every day,” said Colin Baines, Zip’s Director, Enterprise Sales.

The Zip products will be available to Blue NRG customers from July 06, 2021,and for further detail head to the Blue NRG website at [www.bluenrg.com.au](http://www.bluenrg.com.au).

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**About Blue NRG**

Blue NRG is an Australian owned innovative energy retailer that specialises in servicing Australia’s small to medium sized businesses. An early adopter of innovative technologies such as energy management systems, today Blue NRG works in partnership with thousands of SMEs across Victoria, New South Wales, South Australia and South East Queensland, supporting them with critical data and analytics, as well as providing energy health checks, all aimed at giving them greater control over their energy use.

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