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PRESS RELEASE

RefundWall launches on Shopify App Store to help merchants make better refund decisions

New UK-based software company brings customer history and refund behaviour together to help online retailers recognise suspicious patterns.

LONDON, UNITED KINGDOM — 25 November 2026 — RefundWall Ltd has launched RefundWall on the Shopify App Store, giving online retailers a new way to assess refund requests, identify potentially abusive behaviour and make more informed decisions.

Ecommerce businesses invest considerable time and money attracting customers, securing transactions and preventing fraud. Yet when money starts flowing in the opposite direction, refund decisions are often made without the benefit of a customer's wider history.

RefundWall addresses this gap by examining order information, customer history and refund activity to identify patterns that might otherwise go unnoticed.

A single refund request may appear entirely reasonable. Repeated claims, unusual frequency or inconsistencies in the available information can tell a different story. Understanding that wider context can help merchants distinguish routine refunds from those that warrant closer attention.

RefundWall translates these signals into three straightforward recommendations: **CLEAR, REVIEW or CHALLENGE**. Each recommendation is accompanied by an explanation of the factors behind it, giving merchants useful information without requiring them to interpret complex risk scores.

Crucially, RefundWall does not automatically approve or reject refunds. The merchant retains control over the final decision.

The approach reflects a simple principle: protecting a business against refund abuse should not mean making life more difficult for genuine customers. By highlighting potential concerns while recognising when nothing unusual stands out, RefundWall aims to support fairer, more consistent refund decisions.

Developed by independent UK software company RefundWall Ltd, the app is available now on the Shopify App Store with a 14-day free trial and subscription plans for different merchant order volumes.

For more information, visit https://www.refundwall.com.

RefundWall is available on the Shopify App Store at https://apps.shopify.com/refundwall.

About RefundWall Ltd

Founded in 2026, RefundWall Ltd is an independent UK software company focused on improving how ecommerce businesses assess refund risk.

RefundWall helps merchants understand customer refund behaviour, recognise potentially abusive patterns and make informed decisions while maintaining a positive experience for genuine customers.

Website: https://www.refundwall.com

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