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For immediate release

## **Mövenpick Hotels & Resorts Convert to Sustainable Wood Hotel Key Cards as Brand Standard**

Hede, Sweden (February 3, 2012) —Sustainable Cards, the world's leading source of sustainable wood for hotel key cards, gift cards and retail point-of-sale signage, announced today that Mövenpick Hotels & Resorts, one of Europe's leading upscale international hotel companies, will use its wooden hotel key cards as a European standard.

Headquartered in Zurich, Switzerland, Mövenpick Hotels and Resorts has 69 hotels in 24 countries and prides itself on providing sustainable environments for its hotel guests and clients. "A key factor in choosing Sustainable Cards was its recent research that demonstrates that switching from PVC key cards to wood cards would significantly reduce our carbon footprint," says Ola Ivarsson, chief operating officer Europe of Mövenpick Hotels & Resorts. "We are always searching for ways to minimize our environmental impact. Our commitment to sustainability is key to our business operations," adds Ivarsson.

"We are delighted that this highly recognized and awarded hotel company would choose our cards and plan to implement them company-wide," says Peo Akesson, CEO and founder of Sustainable Cards. The patent-pending wooden key cards are manufactured in Hede, Sweden. The cards are made from sustainable forest products using very little energy and no hazardous chemicals or additives, Akesson says.

"Our card products and our manufacturing process have been analyzed and tested by two independent environmental research firms, Natural Capitalism Solutions and The Jegrelius Institute. Their findings, including a product life cycle analysis, verify that our wooden cards are more sustainable than any other card product in the marketplace," Akesson says. He notes that the research shows that switching from PVC cards to Sustainable Cards reduces carbon emissions by as much as 50 percent.

Akesson says that the eco-friendly wooden cards are being used by hoteliers in the U.S. and Europe and they continue to grow in popularity. To learn more about sustainable alternatives to plastic hotel key cards, visit [www.sustainablecards.com](http://www.sustainablecards.com). To view the company's social media infographic video visit <http://www.youtube.com/watch?v=cd2esnk2C30>

### **ABOUT SUSTAINABLE CARDS**

*Established in 2006, Sustainable Cards is the world's leading sustainable wood card manufacturer, specializing in the most earth-friendly hotel key cards, gift cards and retail point of sale signage. Sustainable Cards is committed to reducing toxic plastic waste in the world and supporting efforts to preserve and protect a greener planet. Sustainable Cards is a member of 1%for the Planet, pledging one percent of all sales to the preservation and restoration of the natural environment. For more information, visit [www.sustainablecards.com](http://www.sustainablecards.com)*

### **ABOUT MOVENPICK HOTELS & RESORTS**

*Mövenpick Hotels & Resorts, an international upscale hotel management company with over 14,000 employees, operates 69 hotels and resorts in 24 countries. Of Swiss heritage and headquartered in Zurich, Mövenpick Hotels & Resorts is passionate about delivering superior service, culinary enjoyment and sustainable environments. For more information, please visit [www.movenpick-hotels.com](http://www.movenpick-hotels.com)*

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