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For immediate release

## **Sustainable Wooden Cards Named Most Eco-Friendly Alternative to Plastic Cards**

### **Environmental Researchers Confirm that Using Wooden Gift and Hotel Key Cards Significantly Reduces Your Carbon Footprint**

Hede, Sweden (January 10, 2012)—Sustainable Cards, the world's leading manufacturer of earth-friendly, wooden hotel key cards, gift cards and retail point-of-sale signage, announced today that an independent environmental research firm has verified that its wooden cards are the most sustainable product in the card industry.

"Most retailers and hoteliers don't realize they now have an attractive, sustainable alternative to plastic cards," says Peo Akesson, founder and CEO of Sustainable Cards. "For instance, sustainable wood cards conform to international standards and they're durable, reusable and work just like plastic cards. Research shows that switching from traditional plastic cards to sustainable wood cards can reduce carbon emissions by 50 percent," Akesson says.

The Jegrelius Institute recently conducted a comprehensive, three-part assessment of the environmental performance of Sustainable Cards' wooden multi-functional cards compared to traditional petroleum-based plastic cards. The research included a product life cycle assessment, sustainability analysis and chemical assessment.

"The overall research showed that the wooden cards manufactured by Sustainable Cards have a lower total environmental impact and are closer to a sustainable society than plastic cards," says Tomas Ostberg, research scientist of the Jegrelius Institute.

According to Ostberg, there are several key factors that make the wooden cards a better choice for the environment. First, the raw materials come from a renewable resource rather than fossil sources and the wood is harvested from certified sustainably managed forests in Scandinavia. Second, the wood cards are produced with 30 percent less energy than plastic cards and approximately 30 percent of energy used comes from renewable resources and thereby resulting in 50 percent less carbon dioxide emissions. Third, the cards are manufactured with no hazardous chemicals or additives.

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“Now, our card products and manufacturing process have been analyzed and tested by two independent environmental research firms, The Jegrelius Institute and Natural Capitalism Solutions. Their findings verify that our cards are significantly more sustainable than any other plastic hotel key card or plastic gift card available. Plus, the cards are so unique; no two cards are alike because they’re made from wood,” Akesson says.

The patent-pending core of a Sustainable Card is made from Scandinavian grown birch veneer with a layer of transparent paper backer glued on both sides of the veneer. The card core is printed on or applied with a magnetic strip, barcode, signature or scratch panel and/or sealed with a layer of lacquer or a plant-based or petroleum-based plastic overlay.

Akesson says that the wooden cards have been used by retailers in the U.S. and Europe as well as for key cards for international conferences, special events and in hotels around the world and they continue to grow in popularity. To learn more about sustainable alternatives to plastic gift cards and hotel key cards, visit [www.sustainablecards.com](http://www.sustainablecards.com).

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**About Jegrelius Institute** Jegrelius - Institute of Applied Green Chemistry is a public non-profit organization that works with consumers, businesses and the public sector to stimulate demand and production of toxic-free products. The vision is to contribute to a safer environment in our everyday life. The Jegrelius Institute advises companies on chemical issues, runs projects and supports local governments in innovation procurement. The Jegrelius Institute is a part of the Regional Council of Jämtland in Sweden. For more information, visit [www.jegrelius.se/se](http://www.jegrelius.se/se)

**About Sustainable Cards** Established in 2006, Sustainable Cards is the world's leading wooden card manufacturer, specializing in the most earth-friendly hotel key cards, gift cards and 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 <http://www.sustainablecards.com>.