

## PRESS RELEASE

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### **Sustainable Cards Partners with NatureWorks to Offer a New, Eco-Friendly Alternative to Plastic Cards**

For immediate release

Hede, Sweden (March 26, 2012) — Sustainable Cards, the world's leading manufacturer of wooden hotel key cards, gift cards and retail point-of-sale signage, announced today that it is collaborating with NatureWorks, LLC on the development of a clear, plant-based protective overlay to its wooden cards. NatureWorks produces a trademarked plastic made from renewable plant material called Ingeo.™

“Wood and Ingeo are the perfect marriage of two unique sustainable products in terms of giving companies an alternative to petroleum-based plastic cards,” says Koen Bastiaens, Business Leader of Films and Cards for NatureWorks, LLC. “The cards are eye catching and make a powerful statement about sustainability and innovation. And frankly the natural wood grain gives Sustainable Cards a gorgeous appearance – there is nothing like them on the market.”

An independent environmental research firm verified that wooden cards coated with the plant-based Ingeo overlay are more sustainable than traditional plastic cards. “Research recently conducted by the Jegrelius Institute shows that switching from traditional plastic cards to sustainable wood cards can reduce carbon emissions by as much as 50 percent,” says Peo Akesson, the founder and CEO of Sustainable Cards.

“When the clear Ingeo overlay is coated onto the patent-pending wood core developed by Sustainable Cards, you have a card that is 100 percent petroleum and PVC free and made from 100 percent renewable resources,” Akesson says.

The wooden cards, made from sustainable forest products, have been used in European hotels for the past decade and are growing in popularity among U.S. hoteliers and retailers. Sustainable wood cards are compliant with international standards and are durable, reusable and function just like plastic cards. The clear Ingeo overlay seems to bring out the natural wood grains and add to the durability of the cards, Akesson adds.

The new Ingeo-coated wooden Sustainable Card will be sold through the licensed partners of Sustainable Cards and be available in the second quarter of 2012 to retailers and hotel companies that are seeking products that demonstrate their environmental commitment and corporate sustainability philosophy. 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 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>

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