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For Immediate Release

Sustainable Cards Identified as a Company to Offer an Environmentally Sound Product of the Future

Sustainable Cards has today been selected, as only one out of 20 companies, to take part in a project, which is named "Reference Environments for future products" and is administered by reputable Jegrelius Institute for Applied Green Chemistry.

(Hede, Sweden February 22, 2011) --- 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 they have been selected, by the reputable Swedish independent research institute Jegrelius Institute for Applied Green Chemistry, to take part in the project "Reference Environments for future products."

"We are honored to have been selected by Jegrelius as only one of 20 companies to participate in this very important research and marketing project," says Peo Akesson, CEO and Founder of Sustainable Cards. The project aims to support small-and medium-sized businesses with a Life Cycle Analysis and advice on how the environmental values of a product can best be communicated to potential customers.

Recently a U.S. based independent environmental research firm, [Natural Capitalism Solutions](#) (NCS), verified that cards made with Sustainable Cards' patent-pending ProSum wood materials are more sustainable than the most prevalent card types in the industry, including PVC, recycled PVC, bio-plastic and other alternative petroleum-based cards.

"For us now to have Jegrelius provide a second opinion of our products will strengthen our position in the market and further verify that we are true to our commitment to provide our customers with full transparency and independent research backing our brand promise of producing an environmentally sound alternative to plastics," says Akesson.

The project also aims to encourage businesses to showcase their products to a wider group of customers in real-life situations, through a reference environment facilitated through the contacts of Jegrelius. "We welcome the opportunity to have our products tested by current plastic card users in real life environments," says Akesson, who notes that it is sometimes very difficult for small companies to get large organizations to try new solutions because of the perception that environmentally sound materials compromise durability and quality.



Sustainable Cards has been selected for the project as being a small- to medium-sized company in Sweden with a product showing favorable environmental performance over existing materials.

Recently Scandic Hotels, headquartered in Stockholm, Sweden, and long regarded as an industry leader in sustainability, made the cards produced by Sustainable Cards a brand standard for all its hotels.

With the results from the Jegrelius project, Sustainable Cards envisions it will be able to provide customers with additional independent third-party evidence that they are making environmentally correct choices by selecting products from Sustainable Cards, Akesson says.

ABOUT SUSTAINABLE CARDS

Established in 2006, Sustainable Cards is the leading global source of sustainable wood for 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 <http://www.sustainablecards.com>

ABOUT JEGRELIUS

The Jegrelius Institute for Applied Green Chemistry was founded in 2006. They are commissioned by Region of Jämtland (Sweden) in order to promote regional business development. The Jegrelius Institute shall through its activities:

- Stimulate environmentally-driven business
- Gather information to speed up development of substitutes to harmful material and products
- Be an internal center of excellence for innovative-driven procurement
- Contribute to improved public health and environment
- Strengthen the region's environmental profile.

This means that Jegrelius support companies and public sector in chemical issues; has projects in cooperation with both regional and national stakeholders and assists local government in innovation procurement, i.e. procurement of new non-toxic products that are not yet on the market. Jegrelius employees are project managers or experts in the project. They carry out investigations and provide advice and assist with network and disseminate experiences and best practices. For more information, visit: <http://www.jegrelius.se>