



Merpay launches their first recycled PVC credit card using IDEMIA's GREENPAY solution

The subsidiary of the Mercari Group in Japan now offers a comprehensive, flexible, and sustainable payment solution tailored for eco-conscious customers with the Mercard rPVC credit card.

PAYMENT

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Merpay, a subsidiary of the Mercari Group—Japan's largest community-powered marketplace—has joined forces with IDEMIA by leveraging its sustainable card solution GREENPAY. With the launch of “Mercard” made from recycled PVC (rPVC), the company is able to offer a comprehensive, flexible and sustainable credit card tailored to the Merpay and Mercari ecosystem.

GREENPAY: Enabling an environmental paradigm shift

IDEMIA's GREENPAY portfolio is an eco-friendly end-to-end initiative based on the “Reduce, Recycle, Offset” paradigm. It encompasses products, services, processes, and carbon emission offsetting programs that help financial institutions achieve sustainable transformation. GREENPAY considers every step of the value chain—including the innovative rPVC card body of Merpay which is created using PVC industrial waste.

IDEMIA has obtained an “Environmental Claim Validation Summary” issued by the independent product safety certification organization UL Environment for the recycled plastics used in GREENPAY payment cards, as well as Sustainable Card Certification from Mastercard and, most recently, ICMA EcoLabel Standard certification.

In October 2022, IDEMIA won a Platinum Award for its GREENPAY portfolio at the 2022 Future Digital Awards for Fintech & Payments organized by Juniper Research—an established UK research and analyst firm. This highlights IDEMIA's commitment to deliver cutting-edge technology that matches its clients' expectations and values.

At IDEMIA, we believe in leveraging innovation to positively impact society and the environment, which is why we strive to offer our clients cutting-edge technology that aligns with both their values and their clients'. We are happy to partner with Merpay for their first credit card launch using GREENPAY, our recycled plastic cards solution.

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