



# Entercard transitions to recycled PVC cards with IDEMIA's GREENPAY solution

Scandinavia sees environmental paradigm shift in payments as Entercard teams up with



# PAYMENT

POSTED ON 11.16.22

Scandinavia's leading credit market company Entercard has begun transitioning its credit card portfolio to recycled PVC using IDEMIA's GREENPAY sustainable payment solution in September 2022.

The Stockholm-based company made the announcement on September 19, 2022, stating that the new credit cards would be made with over 85 percent recycled plastic.<sup>1</sup>

*It is of great importance for us, our partners, and our customers to actively look for opportunities to reduce our environmental footprint. Entercard therefore wants to offer a more sustainable alternative to the plastic cards we use today. Several of our partners have a significant focus on environmentally friendly and green solutions in their business. We are very positive about the transition to recycled plastic.*

Line Jacobsen Hegge, Head of Card and Statement Operations at Entercard

By adopting GREENPAY, Entercard is taking an important step to significantly reduce its carbon footprint, energy and new raw material consumption, and plastic waste which in turn helps minimize plastic pollution. This is in line with Entercard's commitment to the environment and its desire to meet the expectations of its eco-minded customers.

For IDEMIA, the new partnership confirms yet again that GREENPAY is the eco-friendly payment solution of choice for leading financial institutions around the world.

*We are proud that Entercard has chosen our GREENPAY solution for their transition towards recycled plastic cards. As market leaders in innovative card technology, IDEMIA is committed to rethink how to design, use, and reuse plastic in the payments industry, while offering our customers state-of-the-art solutions that match their clients' expectations and values.*

Aaron Davis, Senior VP Europe Region, Financial Institutions, IDEMIA

IDEMIA's GREENPAY cards obtained Mastercard's sustainable card certification and ICMA EcoLabel Standard certification.

---

<sup>1</sup> <https://www.entercard.com/pressrelease/entercard-starts-using-recycled-plastic-in-credit-cards/>

---