



PWG and IDEMIA partner to launch the first HalfSIM in the United States

PWG's move to sustainable connectivity means 55% less plastic and 30% less CO2 emissions.



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PWG Network Solutions has adopted HalfSIM, IDEMIA's half-sized SIM card, becoming the first mobile operator to launch a half-sized SIM card in the United States.

The partnership is a pioneering move by the U.S. Mobile Virtual Network Aggregator (MVNA) to promote sustainability by drastically reducing waste and the use of virgin plastic in the telecommunications industry using IDEMIA's tried and tested HalfSIM solution.

We've opted for HalfSIM as it is aligned with our priorities to reduce our carbon footprint and play a bigger role in environmental protection. At the same time, it will allow us to meet our customers' expectations in purchasing environmentally friendly goods. And we are very proud to be the first to offer a half-sized SIM card in the United States, which marks a key milestone for us in the telecommunications sector.

Paul Greene, Chief Executive Officer, PWG

Not only does HalfSIM use 55% less plastic than the traditional credit card-sized format, but the switch also generates almost 30% less carbon emissions during the manufacturing process.

Together, IDEMIA and PWG have also optimized shipping practices with HalfSIM, notably by stacking these smaller SIM cards more efficiently, which allows for nearly twice as many cards on a single pallet. This further reduces both total emissions and shipping costs.

We are honored that PWG has chosen to work with us to meet its environmental commitments. With our portfolio of innovative eco-friendly products, we hope to fully support PWG in its transition to sustainable connectivity.

Daniel Watters, Senior Vice-President, Connectivity Services Business Unit in North America, IDEMIA Secure Transactions