



# For the first time ever in Colombia, bank customers will be issued recycled plastic payment cards thanks to IDEMIA

IDEMIA's Cali plant will manufacture 85% recycled plastic debit cards for Colombian bank Bancolombia

# PAYMENT

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Under a joint project with the bank, IDEMIA is due to deliver 85% recycled plastic debit cards initially for some 1,000 Bancolombia customers – a first for a Colombian bank. This will save close to 64 metric tons of CO2 per year on top of a previously implemented switch to climate-friendly card wrapping.

85.5% of manufacturing raw materials will be sourced from manufacturing companies' (largely packaging and printing firms) PVC scrap, thereby testifying to the card's zero carbon credentials. The CO2 emissions reduction that this brings about is roughly equivalent to 12 acres of forest.

Underpinned by longstanding card manufacturing experience, IDEMIA has managed to pull off an eco-friendly card without any letup on quality and security. The card is made from recycled plastic pursuant to circular economy principles – specifically curb natural resource consumption and waste.

*We are very happy to be part of this alliance with Bancolombia, which has become the first Colombian bank to announce the launch of a recycled card in the country. The executive also highlighted that this development reaffirms the organization's commitment to sustainability and the global trend of adopting ecological products and solutions in order to reduce the environmental impact, but also to satisfy the growing demand of customers seeking to protect the environment. IDEMIA currently has two production plants in Latin America that have the capacity to produce recycled PVC cards to serve the market.*

*Alen López, IDEMIA VP of Product and Marketing for Latin America*

**About us** - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors. With close to 15,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit [www.idemia.com](http://www.idemia.com) / Follow @IDEMIAGroup on Twitter

**About GREENPAY** - GREENPAY is a comprehensive sustainable offering for financial institutions developed by IDEMIA that includes eco-friendly solutions for the card body, advanced card-related services such as eco-friendly packaging design, on-demand printing of card holders, alert digital and electronic documents, among other services, that allow financial institutions to consolidate their transformation towards sustainability.