

NOS and IDEMIA join forces to bring to market Portugal's first recycled plastic SIM cards

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In view around the growing awareness of environment protection, NOS goes green by offering customers eco-friendly solutions. To further develop their eco-credentials, NOS launched the first fully recycled plastic half-sized SIM card in the Portuguese market for the brand aimed at young people, WTF. The new cards will be rolled out to all NOS segments over the next year. This step echoes the operator's pledge to reduce the environmental impact of its operations.

As the sustainable card supplier for NOS, IDEMIA offers a range of options which include reduced card sizes, alternative card body materials, and green packaging solutions. NOS opted for IDEMIA's GREENCONNECT suite of goods and services that are designed to enable mobile operators a seamless shift from traditional products to eco-friendly alternatives: green materials along with less plastic and paper waste through recycled plastic SIM cards, paper blisters, and raw fiber packaging.

We are very proud that NOS trusts us to accompany them in their eco-friendly strategy to protect the environment and be the first to propose a sustainable experience to their subscribers in Portugal. As a market leader in innovative card technology, it is important that we're able to offer our partners a range of products and services for the greater good. This is one of the main reasons that we at IDEMIA strive to provide environmentally-friendly products to help mobile operators contribute to a greener mobile industry.

Fabien Jautard, IDEMIA's Executive Vice-President of the Mobile Operators business unit

This is a pioneering step in the telecommunications sector in Portugal and represents a profound transformation in our value chain. NOS is committed to adopting more environmentally responsible processes and to deliver a more sustainable offer, an objective that we also intend to reach thanks to the experience of partners like IDEMIA, who support us in implementing solutions as innovative as the one that we are now launching.

Luís Nascimento, Executive Board Member of NOS