



# IDEMIA and Treezor launch the first eco-friendly payment card by Onlyone, a French fintech firm

# FINANCIAL INSTITUTIONS

POSTED ON 06/26/20

- IDEMIA offers the payment card with the highest concentration of recycled PVC on the market
- Onlyone, acting on Treezor's behalf, is the first French fintech to bring to market an environmentally friendly card

IDEMIA teamed up with Treezor over three years ago to develop a broad range of groundbreaking products like metal cards and new look / new-feel cards – colored layers, brushed metal finish, transparent - targeting key French neobanks and fintechs.

This collaboration between IDEMIA, the global leader in Augmented Identity and Treezor the French banking-as-a-service market leader, has today culminated in the launch of the **first ever eco-friendly card by a fintech in France**. This move ties in with both companies' green initiatives while meeting consumer demand for sustainable solutions.

Backed by longstanding design, development and production know-how, IDEMIA was able to offer Treezor a low-natural-resource-consuming card without compromising at all on security or end-user convenience. As part of its environmental strategy, IDEMIA reaffirms its commitment to move away from today's linear take-make-waste model and fundamentally rethink the way we design, use and reuse plastics.

## **Onlyone, first eco-friendly neobank** <sup>1</sup>

Onlyone2, a startup that markets itself as the first ever genuinely environmentally friendly fintech, will be the first recipient of this new 85+% recycled PVC card that is due to be launched with its existing customers in September 2020.



We strive to adopt green practices throughout our operations by going paperless and developing digital and eco-friendly bank card solutions. Bank cards are manufactured from industrial waste-based recycled PVC in line with circular economy principles, which seek to cut waste of natural resources and minimize industrial waste. IDEMIA also obtained “Environmental Claim Validation Summary” certification from its recycled PVC supplier “UL Environment Inc.

Amanda Goubault, Executive Vice-President for Financial institutions activities at IDEMIA



We are grateful Treezor and IDEMIA give us this amazing opportunity to be the first Fintech in France to offer an eco-responsible card. With this new card, we are laying the first brick in supporting our customers towards a low-carbon lifestyle.

Kamel Nait Outaleb, Co-founder and CEO of Onlyone



We are proud that Onlyone will issue this very first card that embraces our and Onlyone’s values and meets today’s consumer expectations. We are thrilled to have a chance to contribute to #Tech4Good who share what we are trying to achieve. A big thank you to IDEMIA for bringing its technological expertise.

Eric Lassus, Treezor cofounder and CEO

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1 As defined by the French Prudential Supervision and Resolution Authority in its 2019 report titled “Neobanks seeking profits”, ‘neobank’ means Banking-as-a-Service platforms like Treezor.

2 Treezor payment services agent

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**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 Onlyone** Created at the end of 2018, Onlyone is an independent, 100% digital, ethical and positive impact Fintech. Founded by Kamel Naït-Outaleb, Amine Melouk and Matthias Rouberol, three experienced entrepreneurs in banking and digital, its mission is to create a different, more virtuous payment account model, in order to reposition the banking world at the heart of society and the realities of our time.

To meet social and environmental challenges, Onlyone is reinventing account management services, adapting them to help create a transparent and sustainable banking world. In addition to monitoring day-to-day account operations, Fintech enables its users to understand, monitor and reduce the environmental impact of their consumption thanks to an exclusive environmental impact score and change management tools. It also enables them to contribute to financing projects with a high social and environmental impact, such as carbon offsetting projects or the fight against malnutrition, in a simple way and at no extra cost. To find out more go to [Onlyonecard.eu](http://Onlyonecard.eu).

**About Treezor** Éric Lassus and Xavier Labouret founded Treezor in 2016 and in 2019 sold it to French bank Société Générale. Today Treezor is a French white-label payment services fintech.

The firm can market its services in Europe based on its electronic money operating license and its Mastercard principal member status. The firm manages the entire payment process via its platform encompassing purchase, card issue, Xpay, wire transfers, P2P, KYC and more. The firm dedicates a large proportion of its funds to developing new technologies and has 80-plus staff in Paris and Rennes. To learn more about Treezor, go to [www.treezor.com](http://www.treezor.com), follow us on Twitter @TreezorBanking and on our LinkedIn page.



your press contact.

**IDEMIA - HAVAS PARIS PR AGENCY**

+ 33 6 63 73 30 30

[idemia@havas.com](mailto:idemia@havas.com)