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## **Sustainable Cards Receives Forest Stewardship Council® (FSC®) Chain-of-Custody Certification from the Rainforest Alliance's SmartWood Program**

For Immediate Release

Hede, Sweden---(March 19, 2012) Sustainable Cards, the world's leading manufacturer of wooden gift cards, hotel key cards, loyalty cards and retail point-of-sale signage, has earned the Forest Stewardship Council® (FSC®) Chain-of-Custody certification from the Rainforest Alliance's SmartWood program. FSC® is independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests.

"This certification reinforces that Sustainable Cards, whether they are hotel key cards, gift cards or loyalty cards, adhere to the highest standards of sustainability. The certification further validates recent research that found that our wood cards have a lower environmental impact than traditional, oil-based plastic cards," says Peo Akesson, founder and CEO of Sustainable Cards.

As a result of the certification, the company's wood card products can carry the FSC® and Rainforest Alliance labels. This guarantees customers that the card products they are buying are the result of practices balancing ecological, economic and social considerations throughout every part of the supply chain, from the forest to the finished product.

Headquartered in Sweden, Sustainable Cards sells unique, eye-catching wooden cards made from sustainable forest products and manufactured with very little energy and no hazardous chemicals or additives. "The patent-pending cards are compliant with most point-of-sale systems and hotel lock systems, plus they're durable, reusable and work just like plastic cards," says Akesson. Research shows that switching from traditional plastic cards to sustainable wood cards can reduce carbon emissions by as much as 50 percent, according to Akesson.

"We don't just manufacture a sustainable product, we believe that the way we do business should be grounded in doing the right thing by our planet and our society," Akesson says, adding, "We do whatever we can to preserve and protect our natural resources and our eco-system. At Sustainable Cards, our business philosophy is rooted in The Natural Step's Four Principles of Sustainability."

Akesson says that the eco-friendly wooden cards are being used by a number of hoteliers and retailers in the U.S. and Europe and they continue to grow in popularity. To learn more about sustainable alternatives to plastic cards, visit [www.sustainablecards.com](http://www.sustainablecards.com).

### **ABOUT SUSTAINABLE CARDS**

*Established in 2006, Sustainable Cards is the world's leading sustainable wood card manufacturer, specializing in the most earth-friendly hotel key cards, gift cards and retail point-of-sale signage. Sustainable Cards is committed to reducing toxic plastic waste in the world and supporting efforts to preserve and protect a greener planet. Sustainable Cards is a member of 1% for the Planet, pledging one percent of all sales to the preservation and restoration of the natural environment. For more information, visit [www.sustainablecards.com](http://www.sustainablecards.com)*