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NEWS RELEASE

Sustainable Cards Provides Eco-friendly Key Cards to United Nations Climate Change Conference Hotels

Colorado company sending over 100,000 biodegradable key cards to Copenhagen hotels for global environmental summit

Boulder, CO. July 27, 2009 - [Sustainable Cards](#) today announced that they will supply their eco-friendly, wooden key cards to Copenhagen, Denmark hotels for the upcoming [United Nations Climate Change Conference](#) (COP15), December 7-18, 2009. Sustainable Cards partnered with Denmark's [GreenAD](#) to provide more than 100,000 biodegradable cards in an effort to reduce the waste created by traditional plastic key cards and to support this global environmental event.

"We are proud to be associated with COP15, which is *the* conference of environmental conferences," said Peo Akesson, President and CEO of Sustainable Cards. "We are honored to have an opportunity to prove on an international stage that a product as simple as ours can quite literally make the world a better place."

A typical 200-room hotel will go through roughly 12,000 plastic key cards per year as desk clerks code 2 to 4 keys per room and guests lose or take the majority of them home. That means thousands of non-biodegradable key cards wind up in landfills each year yielding more than 1,300 tons of plastic waste in the U.S. alone.

Sustainable Cards are made from unaltered, organic wood grown in sustainably managed forests. Wooden key cards have proven to be equally durable to the traditional plastic key card, but, unlike plastic, wood is a renewable and 100% compostable resource. The cards are printed using [KBA-Metronic's](#) unique "waterless"

offset printing equipment, thereby reducing water consumption and totally eliminating contaminated water waste. By switching plastic cards to biodegradable wood, hotels can reduce waste dramatically and actually enrich the soil with eco-friendly material as wood turns into non-toxic dirt.

“We are pleased to use Sustainable Cards’ key cards at the Radisson SAS Scandinavia,” said hotel General Manager Karim Nielsen. “Truly biodegradable cards are the environmentally responsible way to go. We take our commitment to being green so seriously that we decided not to wait until COP15 to implement the wooden key cards and we switched to them from plastic earlier this month.”

“Our mission is to reduce harmful non-biodegradable card waste to zero by encouraging the use of our eco-friendly wood cards around the world,” said Akesson.

In the coming months, Sustainable Cards will be launching two new patent-pending pre-paid and hotel key card products – a wood core card with a cellulose overlay and a thin-film coated wood core card, both priced similarly to traditional plastic cards.

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About Sustainable Cards

Incorporated in 2006, Sustainable Cards LLC strives to be the leading provider of environmentally-friendly electronic key, gift and membership cards. Headquartered in Boulder, CO, the company's goal is to reduce the over 500 million tons of PVC sent to U.S. landfills each year by supplying reusable and biodegradable wooden cards to hotels and businesses nationwide.

For more information please visit www.sustainablecards.com.