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Wooden Hotel Key Card Manufactured by Sustainable Cards Selected as Finalist for ICMA's 2011 People's Choice Award

Wooden Key Card Manufactured for Scandic Hotels Recognized for Innovation

(Hollywood, Florida)--- Sustainable Cards, the world's leading manufacturer of wooden hotel key cards, gift cards, loyalty and membership cards, was selected as a finalist for the People's Choice Award as part of the International Card Manufacturers Association (ICMA) annual Élan Awards program on May 3, 2011. The awards program was held during ICMA's Card Manufacturing and Personalization EXPO at the Westin Diplomat Resort and Spa in Hollywood, Florida.

The ICMA Élan Awards, the most prestigious competition in the card manufacturing industry, honor card manufacturers and vendors for their world-class achievements in card design and technological innovation. Entries were judged solely on the card's features and were not identified by company.

Delegates attending the Expo selected the People's Choice Award winners on site and the Scandic Card produced by Sustainable Cards was chosen as a finalist over 100 other entries. The winner of the People's Choice award was ABNote, Canada for its Air Canada Super Elite and Elite Luggage Tag Card, manufactured for Draft FCB Montreal. CPI Card Group also was finalist for its Chase Slate Card, manufactured for Chase Bank.

"We're very pleased that the delegates chose the wooden Scandic Card as a finalist. We're honored that our industry peers have recognized the card's uniqueness and we're delighted to be in the company of prestigious card manufacturers like CPI and ABNote," says Peo Akesson, founder and president of the Sustainable Cards.

ABOUT SUSTAINABLE CARDS Established in 2006, Sustainable Cards is the leading global source of sustainable wood for 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, www.sustainablecards.com

ABOUT ICMA Based in Princeton Junction, NJ, USA, ICMA is a non-profit association of plastic card manufacturers, personalizers, issuers and related industry participants. With more than 240 members globally, the ICMA acts as a clearinghouse for industry issues, including the production, technology, application, security and environmental issues of plastic cards. Visit www.icma.com for more information.

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