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A Green Gift: Recycled PVC

From the Gift Card Newsletter

By Leo Jakobson

Card marketing specialist Arthur Blank & Co., a Boston-based manufacturer of custom debit, credit and bank cards, has added another environmentally friendly material to its product line.

Along with its Corn Card USA, a card blank made entirely of corn, the company has recently introduced the AB RecycledCard, made of 100 percent pre-consumer recycled PVC. Also known as polyvinyl chloride, PVC is an extremely common plastic used in many applications, ranging from vinyl siding and the white plastic plumbing pipes used in virtually all new homes to clothing and old-style vinyl records.

Arthur Blank says the AB RecycledCard is virtually identical to traditional plastic cards in look and feel, and is just as tough. The corn card and PVC card together make up the company's Green Line, says Suzanne d'Amonville, a spokesperson for the firm.

The company partnered with Earthworks Recycled Systems to produce the speckled, off-white AB RecycledCard.

Arthur Blank started developing the Green Line after noticing a general market trend towards environmentally friendly products, d'Amonville says, pointing out that one of their largest customers, Wal-Mart, just undertook a campaign to convince more consumers to buy energy-saving fluorescent lightbulbs.