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New Debit, Credit and Bank Cards Are Made of Recycled PVC

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Boston, MA -- Paying with plastic took a green turn earlier this month with the new AB RecycledCard, a 100-percent recycled PVC product, introduced by Arthur Blank and Company, a Boston-based manufacturer of custom debit, credit, and bank cards.

According to company spokesperson Suzanne d'Amonville, the new product also "closes the manufacturing loop" and eliminates waste. Using the overruns and other scraps generated from its traditional PVC card manufacturing process, the company supplies the feedstock to create new sheets, from which they punch out the AB RecycledCards.

d'Amonville explains that the off-white, speckled card is identical to traditional plastic cards in look, feel, and reliability. Writing in the Gift Card Newsletter, Leo Jakobson reports that Arthur Blank is the first volume card manufacturer to offer a wholly recycled product.

The AB RecycledCard is part of the company's Green Line, developed in response to the general market trend towards environmentally friendly products. The other Green Line product is a card blank made entirely from corn.