



**Article Description:** Effective August 5, 2009, Visa will allow the use of recycled PVC and PLA materials to produce Visa branded cards.

### **Visa Allows Use of Alternative Materials to Produce Visa Branded Cards**

Visa recognizes the importance of using alternative card manufacturing materials that may have a reduced impact on our environment. As a result, **effective August 5, 2009**, Visa will allow the use of recycled PVC and PLA materials\* to produce Visa branded cards. This decision reflects Visa's recognition of marketplace interest in alternative card materials and Visa's ongoing commitment to respond to the evolving needs of its clients, while maintaining card quality. Having reviewed these materials against industry and Visa standards for acceptance and durability, Visa believes they may be used to produce cards with physical and visual properties similar to those of cards made from standard materials used in the market today.

*\* **NOTE:** These materials must be provided by a Visa-approved card manufacturer. Issuers and card manufacturers will need to submit all alternative card materials to Visa for review and approval prior to card production.*

#### **For More Information**

Contact your Visa Account Executive or call (888) 847-2242 to speak with a Visa subject matter expert.