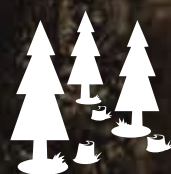




BROUGHT TO YOU BY THE GIFT CARD NETWORK FOREST MATERIALS COMMITTEE DESIGNED BY STEVEN HIGDON

# SAVING THE EARTH ONE GIFT CARD AT A TIME.

## 5 MYTHS OF FOREST MATERIAL GIFT CARDS



### MYTH #1



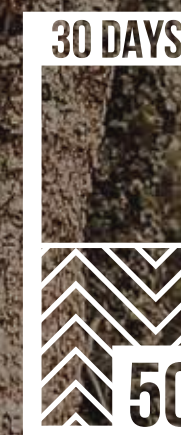
PAPER AND WOOD ARE  
NOT DURABLE ENOUGH  
FOR GIFT CARDS

### FACTS

GIFT CARDS TYPICALLY HAVE A SHORT LIFE



AVERAGE 2.5 CARD SWIPES  
PER ACTIVATED CARD



% OF ORIGINAL VALUE OF THE CARD REDEEMED

THERE ARE BILLIONS OF PAPER CARDS IN THE MARKET TODAY, WITH NO CONSUMER COMPLAINTS OF PRODUCT FAILURE. APPLE, ONE OF THE MOST CONSUMER FOCUSED COMPANIES IN THE WORLD, IS ONE OF THE WORLD'S LARGEST DISTRIBUTORS OF PAPER GIFT CARDS.

### COMPARED TO CREDIT CARD



AN AVERAGE CREDIT CARD IS VALID FOR TWO YEARS BEFORE IT GETS REPLACED. 24 MONTHS OF USAGE @ 23 TRANSACTIONS A MONTH = 552 SWIPES ON AVERAGE PER CREDIT CARD





# SAVING THE EARTH, ONE GIFT CARD AT A TIME.

## MYTH #2



# PAPER AND WOOD ARE MORE EXPENSIVE TO PROCURE/PRINT



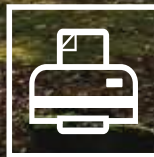
## FACTS

# WHEN COMPARING PAPER OR WOOD TO PVC, THE PRICE PER SHEET IS COMPARABLE.

## PRICE CAN FLUCTUATE BASED ON MANY FACTORS



PRINTER AND  
PROCESSOR'S PRICING  
STRUCTURE AND METHOD



EXPERIENCE AND  
METHOD OF THE  
PRINTER CHOSEN



CARD RUN SIZE



## RECOMMENDATION

TALK TO PRINTERS THAT HAVE EXPERIENCE  
PRINTING ON ENGINEERED CARD STOCK  
(PAPER OR WOOD) AND ASK FOR  
TRANSPARENCY. GET COMPARISON QUOTES  
FROM SIMILARLY EXPERIENCED PRINTERS.



# SAVING THE EARTH, ONE GIFT CARD AT A TIME.

## MYTH #3



NO MERCHANTS HAVE  
CHOSEN THESE SUBSTRATES  
FOR THEIR PROGRAM

## FACTS



THAT IS NOT THE CASE AT ALL! IN 2014 THE FOLLOWING  
BRANDS HAD PAPER CARDS IN THE MARKET PLACE

AMC

APPLE



COLUMBIA

J. JILL

BOJANGLES

OLD NAVY

MACYS

REI

BEN & JERRYS

LL BEAN

WHOLE FOODS

NIKE

PERFORMANCE BICYCLE

LEGO

CHIPOTLE



BUFFALO WILD WINGS

CHILI'S



LOFT

POTTERY BARN

GOOGLE

FACEBOOK

AT&T



**SAVING THE EARTH, ONE GIFT CARD AT A TIME.**



MY COMPANY  
DOESN'T CARE ABOUT  
THE ENVIRONMENT

**53% OF THE S&P 500 AND 57% OF THE FORTUNE 500 COMPANIES ARE REPORTING ON THEIR ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) IMPACTS**



**FOR THE FIRST TIME, THE NON-REPORTERS ARE IN THE MINORITY.**

53%

57%

G&amp;A INSTITUTE

## THE REASON THESE COMPANIES HAVE DECIDED TO GO GREEN



**PVC, THE PRIMARILY SUBSTRATE FOR GIFT CARDS, CAN BE FOUND IN A NUMBER OF ITEMS FROM CARDS TO PIPES TO CHILDREN'S TOYS. PVC DOES NOT READILY DEGRADE AND WHEN IT DOES IT GIVES OFF A NUMBER OF TOXIC MATERIALS. THIS IS THE SINGLE WORST PLASTIC ACCORDING TO SEVERAL HEALTH**



**ORGANIZATIONS. GREENPEACE HAS BEEN LOBBYING TO STOP THE USE OF PVC BECAUSE OF THE DIOXIN PRODUCED DURING ITS MANUFACTURE.**

SOURCE: WWW.BRIGHTHUB.COM



# SAVING THE EARTH, ONE GIFT CARD AT A TIME.

## MYTH #5



# CONSUMERS DON'T CARE WHAT SUBSTRATE THEIR CARD IS PRINTED ON <<<<

## FACTS

## CONSUMERS DEMAND GREEN ALTERNATIVES



US MARKET SHARE IS \$34 BILLION FOR RECYCLED CONTENT, REUSABLE AND DEGRADABLE PACKAGING.

## DEMAND FOR GREEN PACKAGING WILL RISE 3.9 PERCENT ANNUALLY THROUGH 2014, OUTPACING PACKAGING GROWTH.



## BIGGEST REQUESTS

### DEGRADABLE PACKAGING



### PLASTIC RECYCLED CONTENT PACKAGING

