



Leading With Sustainability

Sustainability in the gift card market is nothing new and neither are Taylor’s offerings.

Over the past 10 years, Taylor has worked with several of the world’s largest brands to produce eco-friendly gift cards without sacrificing brand integrity. Corporate sustainability is now top of mind and these companies challenged Taylor to provide innovative products that are eco-friendly, elegant and functional.

We set out to meet sustainability requirements for all stakeholders throughout the gift card life cycle. Every component of the gift card was reviewed, including plastic and paper substrates, foil and silk screen embellishments, adhesives, and carriers. We examined specifications, cost implications and application processes for all aspects of production and packaging.

Many of our recommendations have been implemented in gift card programs for both in-store and aggregator gift card malls. One of the most promising changes has been a shift to a paper card inside of a blisterless multi-pack. This not only removes significant plastic from the process, but also results in cost savings to these companies.

To find out how Taylor can help you meet your gift card sustainability requirements, please contact us: **800.950.8247**

Fast Facts

1

UNIVERSAL BLISTERLESS
multi-packs containing three and five cards

2

PRODUCTION LOCATIONS
in North America and England that allow for localized printing

17

ENHANCEMENTS
that do not adversely impact the recyclability of the card

4

PAPER SUBSTRATES
with varying percentages of post-consumer waste

2.6

BILLION PAPER CARDS
produced to date and growing every day