



Best Buy Seeks Sustainable Alternative To Plastic Gift Cards

Challenge

Best Buy had been using plastic gift cards for many years. However, as a retail industry leader in sustainability with strong public commitments to reduce its environmental impact, the company was eager to seek sustainable alternatives. In-store recycling programs and experiments with recycled plastic card stock had all produced poor results. Best Buy asked Taylor to help identify an economical, earth-friendly substitute for the plastic gift card.

Solution

One of the largest and most technologically advanced producers of gift and loyalty cards in the world, Taylor used its materials science expertise to recommend a more sustainable card substrate for Best Buy.

- We began by reaching out to a major paper company to identify a paper stock that had been specifically engineered for gift card applications.
- Our card production experts then ran extensive tests of the new paper substrate to verify the durability of the cards in harsh, realistic settings.
- To ensure that the finished product would faithfully represent Best Buy's iconic brand, we also tested the aesthetics of cards produced using the paper substrate.


Results

The new paper-based gift cards we produced were enthusiastically received in the marketplace — and by Best Buy.




SUSTAINABILITY

In just one year of use, Best Buy prevented more than 70 tons of plastic from going into landfills across North America.



BRAND IMAGE

Customers praised Best Buy for finding an environmentally conscious alternative to the ubiquitous plastic gift card.



MARKETING IMPACT

Best Buy's marketing team liked the vivid colors and embossing effects made possible by the paper substrate.