



Press Release

Brussels, 2 December 2021 – 10 a.m. CET

KBC customers receive payment cards made of 100% recycled PVC.

From spring 2022, KBC¹ will offer its customers payment cards made of 100% recycled PVC instead of virgin PVC thanks to a new production process by card manufacturer Idemia. KBC has opted for a gradual introduction each time cards reach their expiry date to avoid unnecessary PVC production. New or replacement cards will also be made of this new material from spring 2022 onwards. In the first phase, debit cards will be converted. Credit cards will follow in the autumn, ending later with prepaid cards. KBC has about 3 million payment cards in circulation. Therefore, the entire conversion will take at least three years.

Ivo De Meersman, senior general manager of payments at KBC, says about this conversion: *"Payment cards traditionally consist of several layers of PVC. Idemia, our card manufacturer, has analysed this production process and succeeded in developing a new production method which, for the first time, allows to use 100% recycled plastics. In this way, we are making a contribution, together with Idemia, to a better environment. The decision shows that making the underlying processes and services more sustainable is also a component of corporate social responsibility for KBC. This is a first step. In the future we will continue to look for ways and technologies to further reduce our footprint. Nevertheless, we are pleased to be the first financial institution in Belgium to replace our entire payment card portfolio with this new card technology."*

Julia Schoonenberg, Executive Vice President, Financial Institutions at IDEMIA, adds: *"At IDEMIA, we strongly believe that the production of payment cards should no longer come at the expense of the planet. We are proud to be a long-term partner of KBC and to support its sustainability goals with our GREENPAY solutions. We look forward to this partnership as it converts the entire KBC payment card portfolio to recycled PVC. We take sustainable development seriously and believe the financial community is perfectly placed to promote green initiatives that help build a better future."*

The switch has a positive - albeit negligible - environmental impact. According to card manufacturer Idemia, the production process (including personalisation and delivery of the card to the cardholder) of a card in recycled PVC requires 7 grams less² CO₂ than a card in virgin PVC, or a saving of 21 tonnes of CO₂ for KBC's entire payment card portfolio. This is equivalent to approximately 1.75 hectares of forest³. The conversion of the card portfolio also avoids the production of almost 9.5 tonnes of virgin PVC. In itself, of course, these are not spectacular figures, but they do show that even in less obvious applications, some environmental gains can still be made.

¹ KBC Bank as well as CBC and KBC Brussels are in scope of this conversion.

² Figures calculated by [Gingko 21](#), the environmental consultancy of card producer Idemia.

³ Source: [Encon](#): 1 hectare of forest = 12 tonnes of CO₂

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