

Cheaper
Quicker
Greener



Green
GiftCards.co.uk



Small cards big business

Gift cards are big business. In the UK the total market is currently worth over £5.6bn. In fact, 73.2% of consumers have purchased a gift card in the past 3 years and the trend is set to continue as more brands adopt gift card programmes.

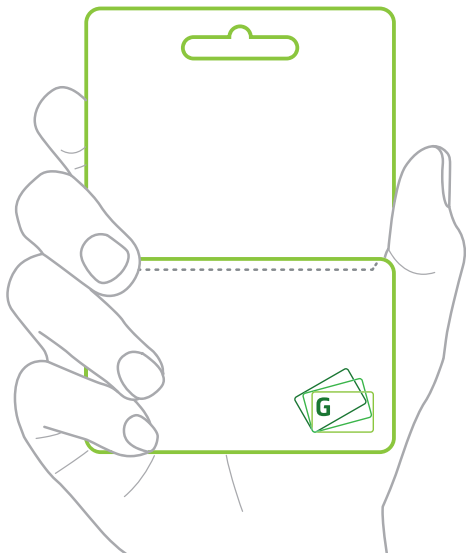
PVC has been the material of choice for years for gift, prepaid and loyalty cards but they are energy hungry to manufacture, they are not environmentally friendly, can be challenging to recycle and most of them end up in landfill, where they remain for over 1,000 years.

£5.6bn

value of the UK
gift cards industry

73.2%

73.2% of consumers in the
UK have purchased gift
cards in the past 3 years



Ending single use plastics

The UK Government has set out its 25 Year Environment Plan that includes looking across the whole lifecycle and how the tax system or charges could reduce the amount of single use plastics waste.

With more and more businesses now pledging to eradicate single and limited use plastics in an effort to tackle the global plastic pollution crisis, now is the right time to switch from plastic cards to environmentally friendly ones and it couldn't be easier.

We have developed a range of revolutionary, paperboard Green Gift Card products and processes that deliver cheaper, quicker, greener solutions – without sacrificing quality.



Reduced impact on the environment

Carbon footprint of a paperboard
Card = 0.66g vs PVC card = 21g

Switching from plastic gift cards to paperboard is one of the easiest ways for companies to reduce their environmental impact.

Green Gift Cards remove the burden from both consumer and brand for specialist recycling and alleviates consumers' worries about what to do with cards at their end of life.

The carbon footprint of a gift card



0.66g

PAPERBOARD
CARD

21g

PVC
BASED CARD

We work with...



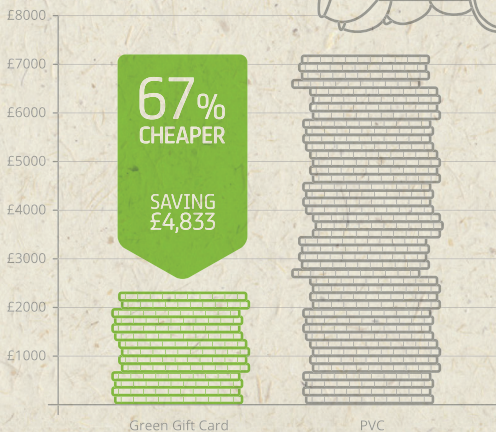
SONY



sky







Cheaper

Our Green Gift Cards are up to 67% cheaper than plastic cards. And you can also save in postage charges thanks to Royal Mail's discounts on sustainable advertising mail, when used with direct mail.

Quicker

Our streamlined production process and efficient end-to-end service helps us deliver consistently short turnarounds on your orders, regardless of your quantity.

Many of our orders are delivered to clients within two to three weeks.





Greener

Our Green Gift Cards can help you reduce your environmental impact.

They're produced using raw materials from responsibly managed forests certified by FSC and made in zero emission mills. Our materials have been thoroughly tested, and which come with environmental accreditation.

At the end of their short life, our cards can be easily be recycled with other house hold waste or can go harmlessly in to landfill where they will biodegrade, even compost unlike PVC that remains in the earth for thousands of years.



Myth Buster

We have created this handy myth buster to help you understand the benefits of switching to Green Gift Cards if you're still in doubt or have been told by plastic card manufacturers there are reasons not to change from plastic.

Ultimately some of the biggest brands in the world have switched to paperboard cards, they have recognised the numerous benefits, what's stopping you?

Myth

PAPERBOARD
AND WOOD
ARE NOT
DURABLE ENOUGH
FOR GIFT CARDS.



Fact

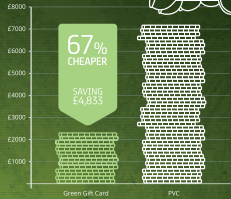
There are millions of paperboard cards in the market today. **With no consumer complaints of product failure.** Apple, one of the most consumer focussed companies in the world, is one of the worlds largest distributors of paperboard gift cards.

Myth

PAPERBOARD
IS NOT AS
CHEAP TO
PRODUCE AND PRINT.

Fact

When comparing paperboard to PVC, the price per card is often cheaper, although price can fluctuate based on many factors, high volume paperboard cards return significant savings. [Talk to us today to learn more about volume breaks and price comparisons.](#)



Myth

NO BRANDS HAVE CHOSEN THESE MATERIALS FOR THEIR PROGRAMME.

Fact

That is not the case at all! In 2018 the following brands (Plus many others) have paperboard cards in the market place.



facebook

sky



XBOX

Google

SONY

amazon

Myth

CONSUMERS **DON'T**
CARE WHAT MATERIAL
THEIR CARD IS
PRINTED ON.

Fact

Consumers
demand green
alternatives!
Demand for green
packaging has risen
by over 5%
annually since
2015, outpacing
packaging growth.



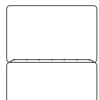


Pick a card...



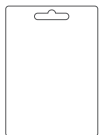
GGC1

CR80
86mm x 54mm



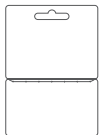
GGC2

CR80 Snappy
86mm x 92mm



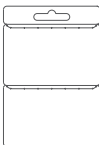
GGC3

M6 No Snap
86mm x 124mm



GGC4

M6 Snap
86mm x 124mm



GGC5

M6+ Snap
86mm x 124mm





CR80



GGC1

Size:	86mm x 54mm
Printing:	Printed 4 colour process to face and either black or 4 colour process to reverse
Finish:	Gloss and matt machine varnish, eco gloss and matt laminate
Finishing:	Ram punch to size
Personalisation:	Magnetic stripe and encoding, DOD barcode, PIN with scratch panel, signature panel



CR80

Snappy



GGC2

Size: 86mm x 92mm

Printing: Printed 4 colour process to face and either black or 4 colour process to reverse

Finish: Gloss and matt machine varnish, eco gloss and matt laminate

Finishing: Cut to shape, ready to be affixed to a carrier. Features snap for activation mag stripe section removal.

Personalisation: Magnetic stripe and encoding, DOD barcode, PIN with scratch panel, signature panel



M6

No Snap



GGC3

Size: 86mm x 124mm

Printing: Printed 4 colour process to face and either black or 4 colour process to reverse

Finish: Gloss and matt machine varnish, eco gloss and matt laminate

Finishing: Cut to shape with Euro slot

Personalisation: Magnetic stripe and encoding, DOD barcode, PIN with scratch panel, signature panel



M6 Snap



GGC4

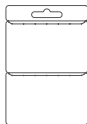
Size: 86mm x 124mm

- Printing:** Printed 4 colour process to face and either black or 4 colour process to reverse
- Finish:** Gloss and matt machine varnish, eco gloss and matt laminate
- Finishing:** Cut to shape with patented Concora Cut and Micro Perf (to give separate CR80) and Euro slot
- Personalisation:** Magnetic stripe and encoding, DOD barcode, PIN with scratch panel, signature panel; options available to apply data to both body of the card and CR80



M6+

Snap



GGC5

Size: 86mm x 124mm

- Printing:** Printed 4 colour process to face and either black or 4 colour process to reverse
- Finish:** Gloss and matt machine varnish, eco gloss and matt laminate
- Finishing:** Cut to shape with horizontal Micro Perf (to give separate CR80) and Euro slot
- Personalisation:** Magnetic stripe and encoding, DOD barcode, PIN with scratch panel, signature panel; options available to apply data to both body of the card and CR80



Paperboard Spec







Green Gift Cards paperboard

100% recyclable, biodegradable and responsibly manufactured at one of the world's most environmentally friendly paper mills.

The material used to make Green Gift Cards is a high quality board that boasts superior print and colour reproduction properties.

A patented coating formula provides outstanding lightfastness and gives the end product a longer life.

With strength, rigidity and thickness comparable to PVC, it is especially suitable for gift, membership and loyalty cards.

Feels and looks like plastic with gloss, coated and matt uncoated options available. Ideal for multiple formats including CR80, M6 snap and non snap formats.

Technical Specification

- Paper weight 790 micron
- Paper Type : Solid Bleached Boards, Virgin Fibre
- Created with 94% renewable sources
- Taint and odour neutrality
- FSC Certified
- PEFC Certified
- Feature FSC + PEFC logos, recycle logo.





Green Gift Cards paperboard

Features and Benefits

- Biodegradable
- Compostable to EN 13432 standard
- 100% recyclable
- Rigidity and thickness comparable to PVC cards
- Premium look and feel
- Long lasting
- Swipe durability tested to more than 400 swipes
- Ideal for snap card formats
- Bleached using an Elemental Chlorine Free (EFC) process
- EN 13430:2004 Standard Compliant
- Conforms to ISO9706 requirements for performance
- Produced at a mill that is certified to ISO14001 environmental management standards and ISO9001 quality management standards
- High brightness printing quality
- Fossil fuel admission free mills and zero landfill policy
- Mill listed as one of the world's 100 most sustainable companies by the UN
- Sourced from forests that plant more trees than are felled
- Full FSC CoC available
- Adopt a tree scheme



Green Gift Cards paperboard

Finishes & embellishments

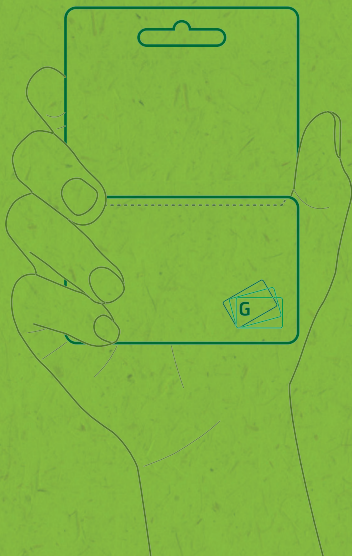
- Gloss or uncoated finish
- Water based matt or silk varnish
- UV gloss varnish
- Hot / Cold Foils
- Embossing
- Textured and 3D coatings
- Spot, matt coatings
- Flocking
- Mirror and metallic surfaces

Personalisation and data applications

- Magnetic Stripes
- Scratch Panels
- Bar Coding
- Signature Panel
- Die Cutting



Card Samples



If you have any questions about Green Gift Cards, or would like us to provide you with a quote, get in touch with us today.

01794 725 454

info@jellyfishlivewire.co.uk

GreenGiftCards.co.uk



**Green
Gift Cards**.co.uk

Coated



Un-Coated





**Green
Gift Cards**.co.uk

Livewire

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Managing Director

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Part of the Jellyfish Group



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