



## Giesecke+Devrient supplies BBVA its new sustainable cards made of 100% recycled PVC

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Giesecke+Devrient

Giesecke+Devrient (G+D) is one of the suppliers selected by BBVA to manufacture the bank's new sustainable cards as part of its commitment to fight against climate change. With these cards G+D joins this commitment and provides BBVA with the first cards on the market made of 100% recycled PVC layers, thus becoming the first bank in its markets to have this type of card.

BBVA, which has already begun to send the new cards to its customers in Portugal last January is now offering them in Spain and plans to send them to its customers in Mexico as well starting next year.

With this card, G+D not only reinforces its own environmental strategy, which includes a 25% reduction in CO2 emissions by 2022, but it also helps its clients achieve their own sustainability and CO2 reduction goals. In the case of BBVA, G+D is supporting the bank's strategic commitment to only use cards produced with recycled materials by year 2023 and thus involve card users in promoting circular economy. The G+D Convego Recycled Card body uses 100% recycled PVC layers, compared to many other "recycled" material cards in the market which often are composed of a lower share of recycled material, sometimes even mixed with various plastic types. The unique specifications of the Convego Recycled card make it easier to be recycled after expiration and a very attractive payment solution for those concerned with the environment and the fight against climate change.

With the Convego Recycled Card, G+D is establishing high sustainability standards for payment cards, allowing banks to respond to the increasing social requirement to offer products respectful of the environment. Indeed, according to a recent survey, 77% of consumers consider plastic as the least environmentally friendly type of packaging and therefore a matter of vital concern.

According to Ignacio Bañón Treviño, Director of Payments at BBVA, "At BBVA we have made sustainability one of our strategic priorities. Specifically, with this commitment to offer recycled cards, we want to promote the circular economy. We are the first bank in Spain to issue cards made of 100% recycled PVC. Not only do they contribute to the reduction of CO2 emissions into the atmosphere and the reuse of PVC, but they are also part of our commitment to offer a sustainable alternative for all our products."

According to David González, Regional Sales Leader in the smart card and digital payments business of G+D, "Large global banks such as BBVA are considering recycled plastic cards to migrate their entire offering of payment cards to sustainable and environmentally friendly alternatives. G+D's Convego Recycled Card is the first on the market whose body is made from 100%

recycled PVC, and whose manufacturing processes involve the use of renewable energy and non-polluting raw materials such as, for example, water-based inks, setting a new and high standard in the payment card industry".

**The press release and high-resolution image can be downloaded [here](#).**

#### **About BBVA**

BBVA is a global financial group founded in 1857 with a customer-centric vision. BBVA is present in more than 25 countries, has a leadership position in the Spanish market, is the largest financial institution in Mexico and has leading franchises in South America. In addition, it is the first shareholder of Garanti BBVA, in Turkey.

At the end of the first quarter of 2021, the BBVA Group had Euro 719.7 billions of total assets, 79.8 million customers, 7,254 branch offices and 122,021 employees, and reached a profit of 1,210 million euros.

#### **About Giesecke+Devrient**

Giesecke+Devrient (G+D) is a global security technology group headquartered in Munich. As a partner to organizations with highest demands, G+D engineers trust and secures essential values with its solutions. The company's innovative technology protects physical and digital payments, the connectivity of people and machines, the identity of people and objects, as well as digital infrastructures and confidential data.

G+D was founded in 1852. In the fiscal year 2020, the company generated a turnover of 2.31 billion euros with around 11,500 employees. G+D is represented by 74 subsidiaries and joint ventures in 32 countries. Further information: [www.gi-de.com](http://www.gi-de.com).