

# Thales Consumer Study 2023 Embracing the Wood Card

## The outcome of the survey

Consumers expect additional environmental and social services from banks, going beyond a more sustainable payment card.

### Market readiness



**65%** of respondents are ready to embrace the **100% wood** and **0% plastic** card body



**Affluent consumers** are more likely to adopt the wood card



Consumers are ready to pay **1.5 times** more than their current fees



Respondents were surprised by its **exceptional quality**

“ When I found out it's the first ever wooden card, I just had to get it. ”  
France consumer

“ It feels expensive. ”  
UK consumer

“ It looks great and I would love to have it. ”  
Singapore consumer

“ Wow – this is different. ”  
US consumer

### Reasons for enthusiasm

#### Authenticity & eco-friendliness



Respondents say there's a need for a genuine, eco-friendly product

#### Top choice



Wood cards are preferred to those made of other bio-sourced and recycled materials (rPET, PLA)



Affluent customers love it for its tactical qualities, unique and natural look, minimalist design and engraving

#### Premium quality attraction



“ I like the engraving on it and how that feels. ”  
UK consumer

“ Wow – this is very unique! ”  
Singapore consumer

### Other significant insights

Participants recognise the **value of sustainability** and are ready to invest in a card that aligns with environmental values



Wood cards are perceived as **exclusive and premium objects**, allowing consumers to easily integrate them into their daily life



Consumers expect **additional environmental and social services** from banks that go beyond a more sustainable payment card



“ I think this is a truly eco-friendly product ”  
France consumer

“ It feels quite premium and classic. ”  
UK consumer

### Concerns raised

Some consumers are concerned about the sustainability of the wood card and the raw material used: the wood is sourced from **FSC-certified and sustainably managed forests**

**Performance and durability** of the wood card: technical evidence shows that the **Thales Gemalto Wood Card** lasts as long as a traditional plastic card



“ The wood is precious. ”  
UK consumer