



Thales Gemalto Wood Card

A plastic-free premium
differentiator

THALES
Building a future we can all trust

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Banking & Payment Services



In an intensely competitive payment market, banks need to **innovate** with tailored offerings for their **premium segment**. At the same time, they need to maintain their **commitment to sustainability** because many customers now request more responsible financial services and means of payment.

The Thales Wood Card offers banks **a premium, yet more sustainable choice** that stands out in the market. The card body is **entirely plastic free** and recognised by consumers as being **unique and exclusive**. Why not consider it for your next sustainable payment card?

Distinctive features that make it unique

The Thales Wood Card is the first of its kind and a pioneer in its category: it is made of **maple wood**. This gives each card a unique look and feel, showcasing the distinct patterns and colours inherent in natural wood.

The engraved design reveals the wood's scent and structure, making this card a premium object.

Why choose the thales wood card?

Differentiate through the card's uniqueness

The Wood Card can carry **your branding** using an elegant, engraved design which is unique to each of your customers, thanks to the **pattern of the wood**.

Consumers clearly prefer the Wood Card for its exclusive look and feel and can see straight away that it is made from a sustainable material.

A more sustainable solution for the premium segment

The Thales Wood Card has a 0% plastic card body, which is made from **FSC certified wood and paper** that guarantees no de-forestation.

Wood is a **renewable resource** as opposed to plastic. Together with the FSC certification, it guarantees you are not depleting the environment

A proven, reliable and excellent user experience

- More than two years of field experience, with **95% of cardholders** who say the Wood Card **meets or exceeds their expectations**.
- Approved by **major payment schemes** for contactless, contact and magstripe transactions.

Benefits for issuers in a nutshell

- Strong differentiation
- Perceived as **unique and exclusive** by consumers.
- Extends sustainability to the **premium segment**.
- **Durable** and more sustainable material with **more than two years of end-user experience**, proving the card's durability.
- Peace of mind with Thales' expertise in **innovative, complex, and sustainable** payment deployments.



MAIN APPEAL TO CONSUMERS

- **# 1** choice of consumers
- **65%** prefer the Wood Card
- **100% wood**
- **0% plastic card body**

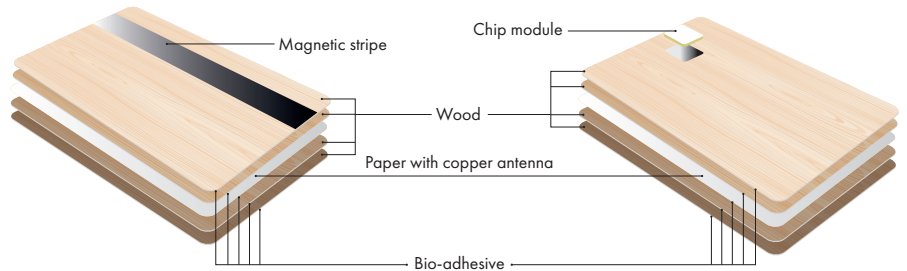


MORE SUSTAINABLE BY NATURE

- Materials from FSC-certified forests guarantee no deforestation
- CO₂ footprint is lower than most premium cards
- 0% plastic in the card body
- Biodegradable ingredients: wood, paper and adhesive

MEET THE WOOD CARD:

- **WOOD TYPE:** maple
- **ORIGIN:** FSC-certified European forests
- Weight: 5 g
- Laser engraving



Card Body



- 4 Layers of Wood (Maple/Sycamore)
- 1 Layers of Paper (with copper wire antenna)
- 10% Bio-Adhesive (weight-percent)

Electronic, magnetic and security components



- Copper wire antenna
- Dual interface EMV chip
- Magnetic stripe and hologram (optional)

Consumers' attraction

A study conducted by Thales across four continents revealed a high level of consumer interest in the Wood Card. It confirmed the effectiveness of the card's premium positioning and its **impressive impact** on the target market of affluent consumers, even those for whom the environment is not a huge concern. These consumers also liked the **tactile feel of the wood and the engraved design**, which clearly communicates its sustainability and premium features. They were unanimous in their preference for a laser-engraved minimalist design because it looked handcrafted.

What makes the wood card more sustainable?

Renewable resources

The Wood Card is made of maple wood harvested from **FSC-certified** European forests, that guarantees no de-forestation. 100,000 Wood Cards can be produced from 1 cubic metre of wood. This means that minimal amounts of this renewable resource are used.

Reducing the carbon footprint

The Wood Card's carbon footprint is by design going to have **less impact** on the environment than most standard high-end cards. Furthermore, it has a similar weight to a regular plastic card, which means its **carbon footprint is lower than most other premium cards**.

A 0% plastic card body

The **0% plastic** wooden card body means you eliminate plastic and the use of non-renewable oil-based resources. It also contributes to protecting the environment – and people – from plastic-related pollution such as the plastic particles and toxic gases released during incineration.

The Wood Card body is made of **biodegradable materials**: wood, paper, and TÜV Home Compost-certified biodegradable adhesive. The value of the Wood Card being made with biodegradable materials lays in directly reducing the environmental damage caused by the use of plastic.

Why choose Thales for your wood card?

Thales has **extensive experience** of managing complex card projects for more than 3,000 banks and is ready to support you in implementing Wood Cards. Our expertise also extends to the management of **sustainable projects**.

We've already run several successful pilots and we're now working to deliver Wood Card orders.

Discover more about [the Thales Wood Card](#) and request a sample.



GOING THE EXTRA MILE

You can offer even more than a sustainable card with our end-user digital engagement solutions, for more sustainable payment via our [D1 digital platform](#).

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