



Sella Personal Credit partners with IDEMIA to issue new credit cards made from recycled materials



Sella Personal Credit, the Sella Group personal consumer credit company, is committed to making a difference to the environment. They have therefore launched a series of ground-breaking environmental initiatives including reducing plastic in their commercial products, sorting waste, slashing the environmental footprint of its company cars and using renewable energy. As part of their environmental program, Sella Group has taken the strategic decision to issue green credit cards.

Sella Personal Credit has issued Visa credit cards since 2001 and has been a licensed payment institution since 2011. The decision to use recycled PVC for their card issuance makes Sella the first Italian companies to issue **eco-friendly plastic cards** in this material.

In order to move towards **eco-friendly payment cards**, the company will be supported by IDEMIA, the global leader in Augmented Identity. IDEMIA relies upon longstanding design, development and production know-how in the field of card manufacturing. **The new credit card will be sourced from industrial waste, using recycled PVC to reduce the consumption of first use plastic. As well as reducing plastic waste, this initiative will slash CO² emissions compared to using new PVC. IDEMIA confirms its commitment to move away from today's linear take-make-waste model and fundamentally rethink the way we design, use and reuse plastics.**

The first *Opta Cards* made with the new eco-friendly material will be issued in the coming days and this will be the very first case of Italian credit cards with low environmental footprint.

This initiative represents a further step forward within a bigger project that Sella Personal Credit and Sella Group are engaged in under their pledges to do business in an environmentally friendly way.

About us - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors.

With close to 15,000 employees around the world, IDEMIA serves clients in 180 countries.

About Sella Personal Credit - Sella Personal Credit is the consumer credit arm of Sella group, acting throughout the country with a diversified distribution network.

It provides credit to offer its customers secure and reliable financing solutions aimed to constantly meet their needs through a wide range of products. It operates throughout the country, taking advantage of innovative financing forms.