



## Cembra & IKEA Switzerland launch a fully eco-friendly credit card supplied by IDEMIA

Cembra & IKEA Switzerland launch a new IKEA Family eco-friendly credit card made entirely from recycled PVC and supplied by IDEMIA.



# PAYMENT

POSTED ON 04.06.21

Cembra and IKEA Switzerland take the first step in their planned collaboration: the IKEA Family credit card is now available at all IKEA furniture stores in Switzerland and online at [ikea.ch/kreditkarte](https://ikea.ch/kreditkarte).

The new card combines the advantages of the IKEA Family loyalty program with those of a modern means of payment. When used outside IKEA Switzerland, valuable bonus points are awarded which can be redeemed for gift cards at all Swiss IKEA furniture stores to pay for purchases. When produced at IKEA checkouts, IKEA Family members enjoy the well-known benefits of the loyalty program.

There is also no annual fee for the full member credit card; and the holder's partner may also have their own IKEA Family credit card. It also offers the option to pay in installments, can be used at over 43 million Mastercard locations worldwide, includes mobile payment options and various insurance benefits, and can be personalized with your favorite picture through MyDesign.

It is also the first credit card in the world that has a card body made entirely from recycled plastic (rPVC) sourced from production waste of the European packaging and printing industry. The cards are manufactured by IDEMIA in Vitré, France.

The launch of this joint credit card is the first step in the planned collaboration, which is also set to offer other products and services of the Cembra group to customers of IKEA Switzerland.

*We are very proud to launch together with Cembra Money Bank and IKEA our latest innovation, our environmentally-friendly payment card with a card body entirely made of recycled PVC. With this innovation, we are supporting our partner's wish to bring an eco-friendly and sustainable product to the market.*

Amanda Goubault, Senior Vice President Business Unit Financial Institutions at IDEMIA