



IDEMIA and BBVA partner to launch payment cards made with recycled PVC in Latin America

Latin America is adopting recycled cards that are better for the environment protection and help reduce the carbon footprint

POSTED ON 08.24.21

IDEMIA and BBVA, a global client based in Spain with a strong presence in Latin America, joined forces to launch payment cards made from recycled PVC plastic (rPVC). The two companies signed a public commitment to offer products to bank customers that improve environmental protection.

BBVA Argentina became the first to launch rPVC cards derived from industrial waste in their market. The product will be available to customers who renew a Visa International and Visa Gold credit card as of April 2021 and will be distinguished with a 'sustainability seal'. Later, rPVC cards will be extended to all BBVA credit and debit cards in the country.

At BBVA Argentina we have a firm commitment to launching initiatives that contribute to sustainability. Environmental awareness is increasing among our customers, these new recycled plastic cards are a way to contribute to caring for the environment, thus providing a concrete response to this need.

Hernán Carboni, Director of Institutional Relations BBVA Argentina

Thanks to its experience in the field of card manufacturing, IDEMIA has produced a card that promotes responsible use of resources without compromising quality and safety. This card is made in accordance with the principles of the circular economy in order to limit the consumption and waste of resources.

Recycled plastic cards are a great step forward in protecting the environment. We are delighted to make history by contributing with our experience to the good of the society in Latin America now and in the future.

Marcelo Annarumma, Regional President and Senior Vice President for IDEMIA's Financial Institutions in Latin America

Since February 2021, over 500,000 BBVA Latin America clients have benefited from this ecological payment alternative.