



Sustainability Without Sacrifice

Sustainability in the gift card market is nothing new, and neither are Taylor offerings. Over the past five years, Taylor has been working with several global brands to produce eco-friendly gift cards without sacrificing brand integrity.

With corporate sustainability goals being top of mind for several of the largest brands in the world, incorporating recyclability into their gift card programs can create roadblocks. Many of these companies challenged Taylor to provide innovative products that are eco-friendly, elegant and functional.

Meeting sustainability requirements for all stakeholders through the gift card life cycle was the core goal of our research. Every component of a gift card, such as plastic and paper substrates, foil and silk screen embellishments, adhesives, and carrier options were all reviewed. In order to determine substrate substitutes and viable enhancements, we examined specification sheets, cost implications and the application processes during card production and packaging.

Many of our solutions and recommendations have been implemented into the gift card programs for both in-store and aggregator gift card malls. One of the most promising changes was a shift to a paper card inside of a blisterless multi-pack. This not only removed significant plastic from the process, but also resulted in a cost savings to these companies.



UNIVERSAL BLISTERLESS

multi-packs containing
three and five cards



PRODUCTION LOCATIONS

in North America
and England that
allow for localized
printing



PAPER SUBSTRATES

with varying
percentages of post-
consumer waste



ENHANCEMENTS

that do not adversely
impact the recyclability
of the card



MILLION PAPER CARDS

produced to date
and growing every day

Learn More

To find out how Taylor can help you meet your gift card sustainability requirements, please contact us at:

800.950.8247