

## IGH SOLUTIONS ANNOUNCES PARTNERSHIP WITH EARTHWORKS®

**November 18, 2010**

INVER GROVE HEIGHTS, MN — IGH Solutions, a leading prepaid and gift card solutions provider, strengthens its initiative to provide consumers and retailers with environmentally-friendly solutions by announcing a partnership with Earthworks®.

IGH Solutions' partnership with Earthworks System LLC, will allow retailers who produce gift cards to Earthworks specifications the ability to participate in the Recyclable Card Return Program from Earthworks. IGH will work with retailers and Earthworks to create a circle of gift card recycling that is sustainable and good for the environment. The process is a simple progression of steps which uses returned gift cards to produce recycled plastic card stock that is then used to produce more cards. Cards produced under the program will include an Earthworks® Recyclable Content Identifier as an indication of program participation.

"Retailers are becoming more and more focused on 'greening' up their products and services and we're excited to be able to assist our customers in fulfilling their sustainability initiatives by providing a full suite of renewable card substrates and recycling capabilities," says Martha Weaver, product manager at IGH Solutions.

Rodd Gilbert, president of Earthworks System™, adds "Adding the Earthworks® Recyclable Content Identifier to IGH Solutions' mix of programs provides an appealing alternative for retailers who want to distinguish themselves as environmental leaders. It seamlessly integrates with current card programs, allowing a way for retailers to demonstrate eco-awareness and for consumers to feel good about helping the environment – it's a winning solution."

### **ABOUT IGH SOLUTIONS, INC**

For more than 25 years IGH Solutions has been the industry leader in creating standard and custom cards and card programs. We provide a variety of offerings from card design and production to complete card personalization, packaging, fulfillment, and e-commerce solutions. IGH Solutions is a world leader in plastic card printing, with an emphasis on gift, loyalty and membership cards. For more information about IGH Solutions, visit [www.ighsolutions.com](http://www.ighsolutions.com).

### **ABOUT EARTHWORKS**

Earthworks has developed the first fully-recycled and fully-recyclable PVC sheet material for the printed product market by transforming existing PVC cards and other printed products into reusable sheet stock. The EARTHWORKS SYSTEM<sup>SM</sup> conserves natural resources and energy by reducing the demand for virgin PVC. Additionally, the EARTHWORKS SYSTEM<sup>SM</sup> offers retailers a way to keep their gift cards from ending up in a landfill.

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