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## **Earthworks Introduces Retailer Gift Card Return Program**

*The gift that keeps on giving back to the environment*

SOLON, OH, January 2008 – Earthworks System LLC, the global leader in 100% recycled PVC manufacturing and recycling for card applications, is introducing a new program – the Retailer Gift Card Return Program – that allows retailers to send back zero-value gift cards for recycling into earth-friendly, reusable sheet material.

According to the International Card Manufacturing Association, 16.9 billion plastic cards were produced in 2006. With a large segment of that number being gift cards, retailers are realizing that those cards translate into a growing environmental liability, annually contributing millions of pounds of plastic to the waste stream. This new return program provides retailers, system integrators and manufacturers a way to manage their environmental impact.

“Recycling PVC for card applications was once considered too difficult and costly to pursue,” states Rodd Gilbert, Earthworks President and CEO. “In this Earthworks realized an opportunity for the retailer and for the planet. The challenge was to create a recycling process that keeps costs low, is compatible with current manufacturing processes, and still provides a high quality material similar in performance to virgin PVC. Earthworks has done this and creating the Retailer Gift Card Return Program falls right in line with our mission of marrying sustainability with good business.”

Here’s how the program works. When a customer redeems a gift card at the retail checkout, the card is retained by the retailer and returned to the Earthworks Recycling Center for shredding. Once shredded, Earthworks uses its proprietary process to safely transform the cards into reusable sheet material ready for making new gift cards. The new cards are loaded and used exactly like any other type of gift card. Even obsolete cards from last year’s inventory are accepted at the Earthworks Recycling Center.

### **About Earthworks System, LLC.**

Earthworks manufactures and markets 100% recycled and recyclable PVC sheet material for plastic card applications. The company’s Earthworks System — a comprehensive recycling system — offers retailers a way to keep cards out of landfills and save energy. The System recovers used cards and recycles them into sheet material that is virtually indistinguishable in performance from virgin PVC. Competitive with virgin material, Earthworks Earth-friendly plastic is used in wide ranging applications including gifts cards, ID cards and signage. Earthworks is headquartered in Solon, Ohio.

For more information call (440) 349-3434  
or log on to the company’s Web site at <http://www.earthworkssystem.com>.