



## **Ceridian Stored Value Solutions Partners with Earthworks**

*Partnership with Earthworks will offer retailers a new way to be "green"*

**June 22, 2010 – Louisville, KY** – [Ceridian Stored Value Solutions](#) (SVS), a leading prepaid and gift card solutions provider, announced today that it has entered into a partnership with [Earthworks System, LLC](#) to offer the Recyclable Card Return Program from Earthworks to its prepaid and gift card customers.

SVS will work with retailers, card manufacturers, and Earthworks to create a circle of card recycling that is both sustainable and good for the environment. The process is a simple progression of steps which continually uses returned cards to produce PVC sheets that are then used to produce more cards.

To participate, a retailer need only communicate to SVS a desire to have their cards included as part of the Earthworks® Recyclable Card Return Program. Cards produced under the program will include an Earthworks® Recyclable Content Identifier as an indication of program participation.

Kurt Alger, director of Global Card Production for SVS was quoted as saying, "This exciting new program provides our customers with a great way to help the environment. In addition, our customers can leverage the program to increase traffic, encourage repeat customer interactions, and ultimately, help drive revenue." Rodd Gilbert, president of Earthworks adds, "The Earthworks Recyclable Card Return Program provides a complete sustainable solution for the gift cards and is quickly being recognized as an industry best practice. We are excited to offer this program to SVS clients and to help enable them to provide sustainable solutions to their clients and to consumers."

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### **About [Ceridian Stored Value Solutions](#)**

Ceridian Stored Value Solutions is the world's premier provider of custom gift card solutions, serving marquee household brands from a variety of industries around the world. As a leading prepaid service provider, Ceridian Stored Value Solutions manages more than five hundred million card products and processes over one billion transactions annually. Ceridian Stored Value Solutions is based in Louisville, KY, and is owned by Minneapolis-based Ceridian Corporation. [www.ceridianstoredvalue.com](http://www.ceridianstoredvalue.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.

The 100% recycled and recyclable PVC sheet material manufactured and marketed by Earthworks

results from the company's EARTHWORKS SYSTEM<sup>SM</sup>, which involves the recovery and recycling of used cards into sheet material. The company's Recyclable Card Return Program is a key component of the EARTHWORKS SYSTEM<sup>SM</sup>. Cards produced under the Recyclable Card Return Program include the Earthworks<sup>®</sup> Recyclable Content Identifier.

Earthworks' earth-friendly plastic is competitive with virgin material and is used in a wide variety of applications, such as in gift cards, ID cards, and signage. Earthworks is headquartered in Solon, Ohio. More information is available on the EARTHWORKS SYSTEM<sup>SM</sup> and the company's Recyclable Card Return Program at [www.earthworkssystem.com](http://www.earthworkssystem.com).

**Media Contact:**

Jenny Parris  
Manager, Marketing and Communications  
502.394.1554, [jparris@storedvalue.com](mailto:jparris@storedvalue.com)

Rodd Gilbert  
President, Earthworks Systems, LLC  
440.349.3434, [rgilbert@earthworkssystem.com](mailto:rgilbert@earthworkssystem.com)