



NEWS RELEASE

CPI Wins Colorado Inno Award for Innovative Eco-Focused Card Designs

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CPI recognized for its trailblazing efforts to bring an eco-focus to payment card manufacturing

LITTLETON, CO - (Nov. 12, 2024) -- **CPI Card Group Inc.** (Nasdaq: PMTS), a payments technology company providing a comprehensive range of payment card and digital solutions, including Software-as-a-Service-based instant issuance, was honored with a **Colorado Inno Award** by the **Denver Business Journal** for its dedication to influencing a more responsible banking industry through its eco-focused card solutions.

Max Michieli, CPI's Director of Sustainability, was also featured in the publication for being the driving force behind the company's push to reduce first-use plastics and replace them with more sustainable options across the company's card portfolio.

"We're thrilled to be honored among Colorado's most innovative companies that are using out-of-the-box thinking to change industries for the better," said Michieli. "I would like to congratulate the entire CPI team for embracing our sustainability journey and working to manufacture more eco-focused cards that benefit our customers, consumers, and supplier partners alike."

CPI offers multiple card variations with recycled material: **SecondWave®**, a payment card featuring recovered ocean-bound plastic, and **Earthwise®**, a rPVC card product for card issuers looking to appeal to environmentally conscious consumers. Since their inception, CPI has sold more than 100 million eco-focused cards. However, the birth of these solutions didn't come without challenges.

When CPI chose to work with a high-density ocean-bound plastic, Michieli and his team engineered a way to incorporate the new material, which traditionally didn't bond with inks and colorants, into its manufacturing process. At the same time, they saw an opportunity to create a new market.

In the past, waste collectors didn't pick up the high-density material since recycling companies wouldn't pay

as much money for it. Now that CPI found value in the material, recycling has expanded income opportunities for waste-picker communities and benefits CPI and its customers upstream with more eco-conscious card solutions.

As CPI's eco-focused product lines have expanded, its vendors are offering more recycled products to fulfill not just CPI's orders but also cater to the entire payment card industry.

"We're proud of the work our team has done to innovate and create better, more tailored solutions for our customers," Michieli added. "We look forward to expanding our suite of card options with new eco-focused materials to address a variety of design and price needs. Whatever type of card you want, CPI can meet your needs."

CPI was one of 10 Colorado companies honored this year as part of Denver Business Journal's Inno Awards, which recognizes companies creating revolutionary solutions that are changing their respective industries. To learn more about CPI's eco-focused cards, click **here**.

About CPI Card Group®

CPI Card Group is a payments technology company providing a comprehensive range of payment card and digital solutions, including Software-as-a-Service-based instant issuance. With a focus on building personal relationships and earning trust, we help our customers navigate the constantly evolving world of payments while delivering innovative solutions that spark connections and support their brands. We serve clients across industry, size, and scale through our team of experienced, dedicated employees and our network of high-security production and card services facilities, all located in the United States. CPI is committed to exceeding our customers' expectations, transforming our industry, and enhancing the way people pay every day.

Learn more at **www.CPICardgroup.com**.

Andy Sedlak

Dix & Eaton

media@cpicardgroup.com

(740) 412-2189

Source: CPI Card Group