

BNP Paribas Personal Finance Bucharest issues the first cards made of recycled plastic

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Bucharest, ... 2022 – BNP Paribas Personal Finance SA Paris Bucharest Branch, through its Cetelem trademark, announces **the issuance starting this month of the first Cetelem cards made of recycled plastic (rPVC)**, environmentally friendly. Following this process, the bank estimates a reduction in the carbon footprint of about 3.5 tons. This action takes place under the umbrella of the **Positive Impact** program, an approach that promotes access to more responsible and sustainable consumption of Cetelem customers and partners.

Cetelem's goal is that by 2025, the entire portfolio of cards will be made of recycled plastic and biodegradable elements. The production of cards of this type will take place gradually, the old ones will be replaced as they expire, once the existing stocks are exhausted.

The new plastic contains 85.5% recycled material and uses **Greenpay - PVC solutions from IDEMIA**, the world leader in augmented identity solutions. Moreover, some of the inks used are biodegradable. The technology is the latest approach of the research and development experts within IDEMIA and is based on a special attention paid to the selection of raw materials, manufacturing and assembly processes, in order to ensure the maintenance of the high quality of the card. The new version of the card will keep the present functionalities, the holders being able to use them the same as before.

"Caring for the use of resources is one of the biggest challenges facing modern society today. Responsible behavior, including in terms of consumption, will help us conserve natural resources, reduce our carbon footprint and make a difference on a larger scale. We continue to support the transition to a green future, and the issuance of the new type of cards made from recycled plastic is an action that contributes to the good of the environment and, therefore, we encourage our customers to choose environmentally friendly payment options. Only together can we support and, at the same time, improve the long-term quality of life.", says **Miruna Senciuc, CEO of BNP Paribas Personal Finance Bucharest Branch.**

As a bank operating on the credit card market, with approximately 400,000 cards in its portfolio, BNP Paribas Personal Finance Bucharest is constantly in the top three issuers of such cards and is happy to develop solutions with partners with principles and objectives sustainability and positive environmental impact.

BNP Paribas Personal Finance Bucharest is a responsible bank that chooses to get involved in sustainability programs, and protecting the environment is one of its priorities. Over time, the bank has started various moves in this direction, such as the **Green Credit**, which consists of financing projects that take care of environmental health, offering an advantageous interest rate, lower than the standard offer, **recycling actions** or **planting hundreds of trees**.

About Cetelem - www.cetelem.ro, a BNP Paribas Personal Finance brand

Starting with March 1, 2018, Cetelem IFN SA became - BNP Paribas Personal Finance SA Paris Bucharest Branch, as a result of the strategic cross-border merger between Cetelem IFN SA and the French parent bank BNP Paribas Personal Finance. After the completion of the merger process, the commercial activity in Romania continued under the Cetelem brand, known to the Romanian consumer credit public. The company continues to provide in-store consumer credit services, credit cards, car loans, personal loans, either at the point of sale or remotely, by phone or the Internet. In the more than 15 years since it has been present on the Romanian market, Cetelem has offered over 1.8 million loans.

About BNP Paribas Personal Finance

BNP Paribas Personal Finance is the leading consumer finance company in France and Europe, offering a wide range of consumer credit products. A wholly owned subsidiary of the BNP Paribas Group, BNP Paribas Personal Finance has almost 20,000 employees and operates in 30 countries. With the brands Cetelem, Cofinoga, Findomestic and AlphaCredit, the company offers a wide range of credit products for personal needs, either through points of sale in stores, at car dealerships or directly to consumers, through agencies and online.

BNP Paribas Personal Finance's offer was complemented by insurance and savings products for its clients in certain countries, including Germany, Bulgaria, France and Italy.

Over several years, BNP Paribas Personal Finance has developed an active partnership strategy with retail networks, car manufacturers and distributors, online stores and other financial institutions (banks and insurance companies), based on its experience in the market. lending and the ability to provide integrated services tailored to the business and business strategy of the partners.

To support customers and partners, BNP Paribas Personal Finance is committed to promoting access to more responsible and sustainable consumption.

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