

Wood is the new good

Tomorrow launches one of world's first wooden bank cards

Hamburg. Sustainable banking-provider Tomorrow is offering its customers a striking product innovation: a debit card made of wood. Weighing in at just five grams, the Visa card will be available to Tomorrow customers as part of the Zero account from 1 December 2020. And the choice of natural material impresses in more ways than one: not only does the individual grain of the Austrian cherrywood give every card a unique appearance and feel, but the card also contributes to climate neutrality because the Zero account offsets the customer's carbon footprint every month.

"With the new wooden card, our customers can now demonstrate how important the future of people and our planet is to them with every payment they make," says Inas Nureldin, co-founder of Tomorrow. "The card is a status symbol of a new generation – it represents a climate-neutral lifestyle and conscious, sustainable consumption." The innovative card is part of the premium Zero account, which offsets the user's average carbon footprint every month. In keeping with the motto "Wood is the new good", the card reflects the bank's consistent focus on sustainable business practices: by increasing the visibility of responsible banking and making a significant and long-term contribution to climate protection.

The sustainably sourced cherrywood from Austria reduces single-use plastic usage by 80%, reflecting Tomorrow's belief that renewable raw materials should be used wherever possible. Recycled plastic is used inside the card to ensure that it is fully functional. "With the wooden Visa Debit card, Tomorrow is proving that it's in tune with the times and sending out a signal that digital payments don't rule out sustainable practices," says Albrecht Kiel, Regional Managing Director for Central Europe at Visa.

Several weeks ago, the Hamburg-based social business was awarded BCorp certification. The certification stands for "Beneficial Corporation" and, following a rigorous assessment, is awarded to companies that meet the highest standards of verified social and environmental performance and whose commitment to its goals goes beyond shareholder profit.

About Tomorrow:

The company is the first European stakeholder to combine mobile banking and sustainable finances. Since March 2019, the social business from Hamburg has been offering its current account and already has over 45,000 customers. Its long-term aim is to create a digital platform focused on finances with a positive impact.

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