



PRESS RELEASE

Postcards by MyPostcard are now FSC®-certified

Berlin, 09.11.2020 — Since November 1st 2020, the postcard app, [MyPostcard](#), has carried the FSC® label, indicative of the international certification system for more sustainable forest management. FSC® stands for “Forest Stewardship Council®”, the body that created the first system for certification of sustainable forestry and is continuously developing it. The wood of furniture, toys, books, exercise books or pencils with the FSC® label is sourced from forests that are managed responsibly. All postcards, greeting cards, sets and photo prints from MyPostcard that are sent from Germany have been officially certified since November.

With MyPostcard, users can easily send their own photos or one of more than 50,000 designs via the app. The recipient then receives a real, printed postcard. MyPostcard takes care of printing and shipping. In Germany, the postcards are produced in “Magetur Kommunikation und Medien” in Berlin. MyPostcard is the most successful postcard app in Germany and aims to make an important contribution to the environment and sustainability with this certification.

“It was important to us that our paper products come from sustainable forestry. We send around three million postcards a year, so we use around 33 tons of paper in total. With the FSC® certification we want to work to protect our environment and preserve the planet for the next generation,” explains Oliver Kray, CEO and founder of MyPostcard.

About FSC® Deutschland

In Germany around 1.44 million hectares of forest are FSC® certified and around 3,750 companies have their product chain certified according to the FSC® standards (as of August 2020). In German forests, the FSC®, along with some others, stands for forest management that does not overexploit the forest, that promotes biological diversity and that acts transparently towards interested citizens and organizations. Deforestation during standard timber harvesting is prohibited and pesticides may only be used if required by law. FSC® is committed to increasing natural mixed forests, protecting the forest floor and protecting rare species and ecosystems. This means that FSC®-certified forests are more stable in a changing climate and, as an ecosystem, can bind more CO2 in the long term. For the people involved in the forest industry, FSC® ensures fair remuneration and more citizen participation in the forest.

About MyPostcard

The postcard of tomorrow: MyPostcard is Germany’s most successful postcard app, letting customers send their own photos as real printed postcards. The app is currently available in ten languages and is home to the world’s largest collection of postcards for sale with more than 50,000 designs available. With the help of an international network of printing houses,





MyPostcard takes care of printing and delivering the personalized postcards. Founder and CEO is Oliver Kray, a designer and serial entrepreneur. The company is headquartered in Berlin with an additional office in New York and currently employs 30 staff. It is ranked among the top 1000 fastest growing companies in Europe according to the Financial Times, even achieving place 19 in the ecommerce sector.

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