



## **PROGRADE DIGITAL ANNOUNCES NEW GREEN INITIATIVE TO REDUCE PLASTIC USAGE BY 98%, FUND A NON-PROFIT IN PLASTIC WASTE REDUCTION**

*New manufacturing processes and packaging designs dramatically reduces the use of plastic in ProGrade Digital memory card products*

**San Jose, CA April 22, 2022, 8:00 am** —ProGrade Digital, Inc., founded with a mission to provide the highest quality professional grade digital memory cards and workflow solutions, announces a new packaging design and manufacturing process that eliminates the use of non-recyclable plastic jewel cases and the re-sealable bag that protects the finished product during shipment. The combined reduction in the amount of plastic used in each ProGrade packaged memory card is estimated to be 98%. This reduction translates to ~3,000 pounds/year in non-recyclable plastic being introduced into the environment.

“Plastic waste in landfills and in our oceans and waterways is one of the largest environmental problems confronting the world today,” said Wes Brewer, founder, and CEO of ProGrade Digital. “Through some innovative thinking, we’ve been able to eliminate our reliance on the plastic jewel case that has been commonly used in the memory card business for over 25 years. Our patent-pending design of a new compostable fiber tray has made most of the plastic reduction possible. The fiber tray will decompose in a landfill due to the unique blending of natural materials such as sugar cane and wood pulp. Additionally, the transition from a plastic bag to a Polyofin shrink-wrap protectant layer, surrounding the final package, further reduces non-recyclable plastic used in our products”.

In addition to its plastic reduction initiative, ProGrade Digital has also partnered with the 5Gyres Institute – a 501(c)(3) non-profit based in California – to further support the cause of reducing plastic waste in the environment. Starting this year, approximately 1% of ProGrade net profit will be donated to the institute to enable education about plastic waste and to fund specific initiatives designed to stem the flow of plastic waste into our waterways. Customers of ProGrade Digital can now make a conscious decision for the environment when selecting the company’s memory cards and can also be assured that a portion of their purchase price goes beyond just ProGrade’s initiative to help the environment. More information on the 5Gyres can be found at <https://www.5gyres.org/>

The new packaging transition has begun this month and will continue throughout the rest of 2022 until all memory card packages have fully adopted the new eco-friendly design. A video which further describes ProGrade Digital’s commitment to plastic waste reduction can be found at: [www.progradedigital.com/progradecares](http://www.progradedigital.com/progradecares)

The founders of ProGrade Digital are industry veterans in the removable storage and digital photography industries. Each, having spent time at leading companies such as Lexar and SanDisk, brings extensive expertise in the design, development and manufacture of digital storage products, plus longstanding relationships with key manufacturing and supply chain partners. The company focuses exclusively on development of memory cards, card readers and workflow software for professional imaging markets. Flagship products include a full line of USB 3.1/3.2 Gen 2 & Thunderbolt 3 card readers, SDXC UHS-II, CFexpress Type B and CFast 2.0 cards in a range of capacities all optimized to render maximum performance when paired with high-end DSLR, mirrorless, camcorder and digital cinema cameras from manufacturers such as Canon, Nikon, Panasonic, Sony, Fuji, Olympus, RED and Blackmagic. ProGrade Digital memory cards expand the creative visions of cinema and photography professionals around the world.

International customers may purchase ProGrade Digital products at [www.progradedigital.com](http://www.progradedigital.com), [B&H Photo and Video website](#), [Adorama.com](http://Adorama.com) and Amazon in most countries, available with Prime Shipping.

For more information, visit [www.progradedigital.com](http://www.progradedigital.com) and [www.sdcard.org/consumers/choices/speed\\_class/index.html](http://www.sdcard.org/consumers/choices/speed_class/index.html)  
High resolution product photos and logo for download: <http://bit.ly/ProGradeDigitalPRKit>

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