

QRFunnels Marks World Cleanup Day with Free Digital Business Card Giveaway

US-based QR code platform encourages paperless networking and evidence-based waste reduction

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QrFunnels.com

Helping businesses unlock growth potential through innovative QR code solutions. Specializing in dynamic QR technologies that drive lead generation, enhance customer engagement, and provide actionable scan analytics.



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**Claim Your Free Digital
Card**



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New York City, New York Sep 20, 2025 ([Issuewire.com](https://www.issuewire.com)) - In recognition of **World Cleanup Day on September 20**, QRFunnels, a US-based QR code marketing platform, is offering a global [giveaway of free digital business cards](#) to organizations and professionals. The initiative invites businesses to replace disposable, printed cards with durable, updatable digital profiles accessible by QR code.

World Cleanup Day, now observed annually on **September 20** as part of the United Nations calendar of international days, mobilizes people in more than 200 countries to confront the waste crisis through local action and systemic change. QRFunnels' contribution focuses on everyday business habits—how professionals exchange contact details—and how small choices at scale can reduce waste. (*Source: WorldCleanupDay.org.*)

Why paper reduction in business matters

Paper and paperboard are consistently among the **largest components of municipal solid waste (MSW) by weight in the United States**. The U.S. Environmental Protection Agency estimates **67.4 million tons** of paper and paperboard were generated in MSW in 2018 (about **23%** of total MSW that year), underscoring the impact of reducing short-lived printed materials. (*Source: U.S. EPA.*)

Independent, peer-reviewed life-cycle assessments (LCA) further show that producing paper carries significant embedded greenhouse-gas emissions. A production-weighted analysis of **252 U.S. pulp and paper mills** reported an average **~942 kg CO₂-equivalent per metric ton of paper**, with ranges depending on paper grade and process energy. While business cards are a small item, their impacts scale with volume and reprinting. (*Source: BioResources peer-reviewed study.*)

A practical example: real-estate teams

To make impacts tangible, QRFunnels provides an **environmental impact calculator** that estimates potential annual waste avoided when teams move from paper to digital cards. For a real estate brokerage with 50 agents, typical paper business card use equates to about 19,800 cards discarded annually—roughly 0.8 trees, 2,972 gallons of water, and 99 pounds of CO₂.

. Assumptions and calculation logic are published alongside the tool so users can review or adjust inputs to their context. (*Tool available at QRFunnels.com.*)

“Business cards are often viewed as harmless, but the reality is they are one of the most disposable paper products in circulation,” said [Adrian Babutan](#), **Founder of QRFunnels**. “On World Cleanup Day, we want to draw attention to this hidden environmental cost and provide businesses with a better alternative.”

Digital cards: durable, updateable, measurable

QRFunnels' digital cards let professionals share contact details, websites, portfolios, and social profiles via QR code or link. Profiles are **updateable in real time, reuse-friendly** across channels, and **compatible with analytics**, helping teams understand engagement without recurring print runs. For marketing teams, digital cards can also support **privacy-respecting measurement and**

retargeting—allowing follow-ups with people who have already expressed interest.

“Moving from paper to digital is both a sustainability step and an operational upgrade,” [Babutan](#) added. “It reduces reprints, prevents outdated cards from being discarded, and gives teams clearer insight into what’s actually working.”

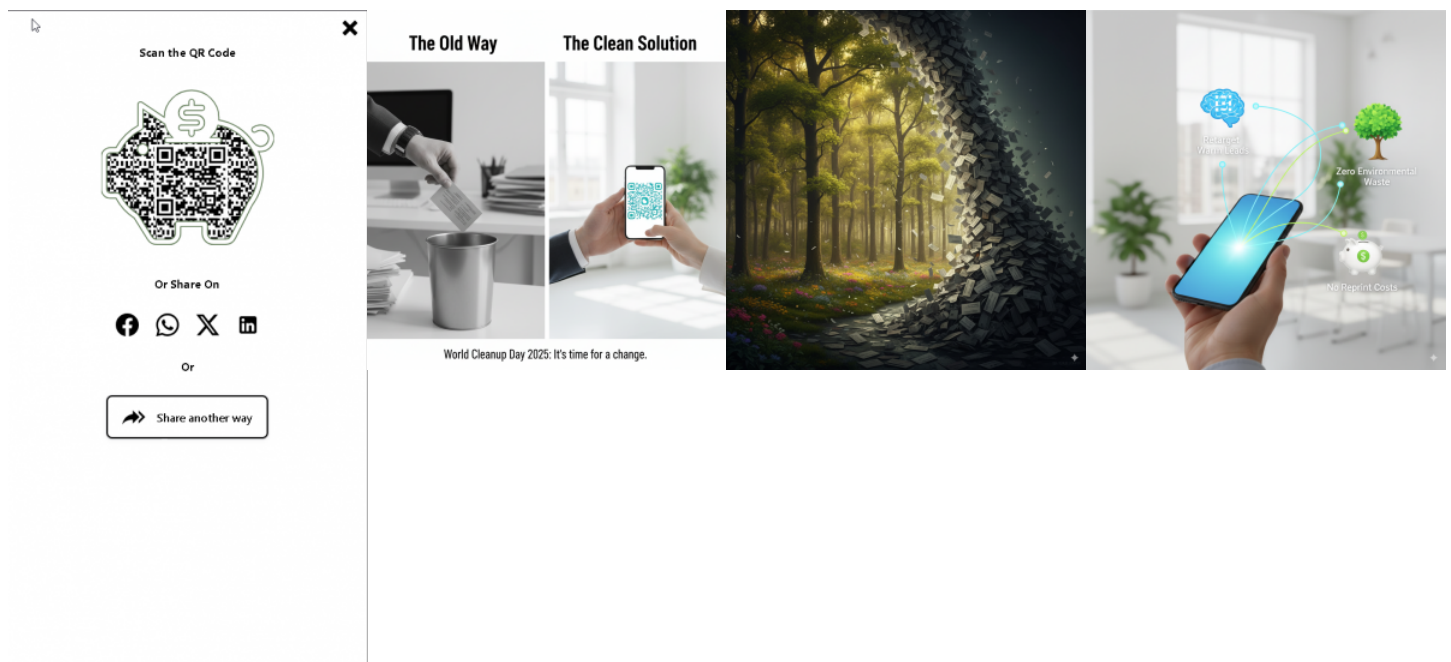
How to participate

- **What:** Free digital business card, issued by QRFunnels
- **When:** **September 20 to September 30, 2025** (World Cleanup Day)
- **Where:** Worldwide (online)
- **Who:** Open to businesses and professionals globally
- **How:** Register at **QRFunnels.com** to claim a card

“Digital cards are not just eco-friendly—they’re smarter for modern business,” [Babutan](#) added. “They enable professionals to connect, follow up, and even retarget leads in ways a paper card never could.”

A Call to Action on World Cleanup Day

On **September 20, 2025**, businesses of all sizes—from local startups to global enterprises—are invited to claim a free digital business card through QRFunnels’ platform. The offer is open worldwide and requires only a simple registration at www.qrfunnels.com



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