

# Travel Blue Group invests in new location at TFWA 2021



This year, Travel Blue decided to invest heavily in a new location at TFWA Cannes, with a large exhibition stand that is made up of more than 100-sqm of space

Established more than 34 years ago, Travel Blue has become the global leader in travel accessories among the channel. Distributed in 100+ countries, the company supplies 90% of GTR operators.

"[We are confident that travel retail will return to almost 2019 sales, sooner than we had anticipated a few months ago. Therefore, we decided to invest heavily in a new location at TFWA Cannes, with a large exhibition stand. At long last, we will be meeting our current and new customers face to face.

"We have been busy during the last 18 months, using this period to invest in large amounts of buying and investing in several companies that are relevant to travel retail. Additionally, have developed and launched two new ranges, The Hygiene Range and Anomeo, promoting health and comfort.

"Learning to live with COVID-19 has forced us to make non-traditional strategic decisions, but we are now a much stronger and more resilient company, with many new distribution channels. We are looking forward to a very successful future for our business in the travel retail sector.

"We are pleased to announce our new location, F33 Yellow Village, on the main aisle between the Yellow and Blue Villages, with in excess of 100-sqm of space, supporting our own market sectors association, TFWA, in what must have been a difficult decision to hold the exhibition.

"Travel Blue Group will feature a handful of brands, Travel Blue travel accessories, Lexingham, mobile phone accessories, ZZoom eyewear, plus our two new ranges, The Hygiene Range and Anomeo. We can't wait to get back to business,]" says Jonathan Smith, Executive Director, Travel Blue Group.