

Capi strengthens focus on travel exclusives

By **Hibah Noor** on July, 18 2017 | Technology





Capi knows travelers expect to find something special at an airport. They want to be inspired and surprised during their dwell time by great brands and innovative, airport exclusive propositions. Thanks to its strong collaboration with suppliers, Capi is able to offer travelers unique airport and Capi exclusive propositions.

These exclusive propositions can vary from unique promotions, co-created packaging to special bundles. Together with A brands like TomTom and Garmin, Capi created exclusive summer packaging designs. These designs perfectly fit in the Capi concept with lifestyle visuals rather than technical specifications. Together with its suppliers, Capi is able to offer travellers something extra, like golf balls with a TomTom Golfer or a drink bottle with a Garmin activity tracker.

Moreover, Capi often creates special bundles with its suppliers containing items like a camera, memory card and camera case. With Sony, the company offers Capi exclusive camera bundles suitable for specific holidays like a city trip, a safari or a sunny holiday. The bundles as well as the packaging are exclusively developed for Capi and are valuable price propositions. With Nikon, we created one of our first exclusive bundles for the Nikon D3300, which became a huge success. Following this success, we recently introduced a new kit for the Nikon D3400.

Capi also co-develops new products. For example after the success of the Pearl compact mirror & powerbank, Capi co-developed a smaller version; the Pearl Mini. This product is available in 13 different models, which are presented on The Gadget Table.

Lastly, Capi creates exclusive promotions, like the Philips pop-up barbershop at Amsterdam Airport Schiphol, which will soon also be organized at Copenhagen Airport.

Moreover, Sony and Capi placed a massage chair at Amsterdam Airport Schiphol to let travellers quietly enter the world of noise cancellation and together with JBL, the ultimate beach feeling was created with palm trees and beach towels.

