

TraWell boosts services with airport baggage sanitization deal

By **Mary Jane Pittilla** on June, 18 2020 | Retailers



TraWell Co, the baggage wrapping specialist, has signed an exclusive agreement with Sanycar, a leader in the field of disinfection with UV-C technology, for the design and production of baggage sanitization machinery, which will be installed at its Safe Bag airport outlets.

The agreement aims to expand TraWell's range of services, offering airport travelers baggage hygiene and security during the COVID-19 pandemic.

Subject to appropriate agreements with airport partners, the baggage sanitization service will be included, without price increases, in the wrapping service.

Rudolph Gentile, President of TraWell Co, said: "The agreement with Sanycar is an important strategic step for us as it allows us to guarantee the best offer in terms of services and technology to both our airport partners and our customers. The goal is, on the one hand, to respond to the emerging need for hygiene against the risk of virus contamination and, on the other, to extend the use of our services to a wider target of airport passengers. There are many opportunities in this field, which is why we hope to be able to expand our collaboration with the Sanycar group to other areas in the near future."

Novel solutions

Gianni Delogu, Founder & CTO of Sanycar, said: "Since the beginning of our business, we aimed to exploit the great potential of germicidal UV-C technology in new vertical markets compared to those already crowded, such as healthcare. The airport world, in which we are proud to have been first movers, welcomed our novel Sanycar solutions, now available for the treatment of trolleys, safety trays and luggage."

Sanycar CEO Carmine Mannea added: "With TraWell we immediately found a common feeling and a natural vocation towards international development. Also, we are confident in the possibility of building a strategic relationship, and this is an important starting point."

The Sanycar deal boosts TraWell, which offers two main services: Safe Bag protects luggage with an ultra-resistant 100% recyclable film, and reimburses travelers in case of damage and partial theft of its contents; and SafeBag24 is a Lost & Found Concierge that reimburses travelers in case of failure to return their luggage after 24 hours of arrival.