

Schäfer Airport Retail launches Interhealth



Consisting of a number of disposable and reusable masks, hand wipes and a disinfection gel, Interhealth aims to become a market leader in travel retail, comes with the highest standards of certification and serves as a follow up to Schäfer's existing health and safety brand: Move

Germany's Schäfer Airport Retail has launched a new range of hygiene and safety products into the airport retail market under the brand name Interhealth. This eye-catching range includes a number of disposable and reusable masks, hand wipes and a disinfection gel.

Already, significant orders of this range, which comes with the highest standards of certification, have been secured in seven EU countries – Germany, Netherlands, Ireland, Austria, Cyprus, Italy and Denmark – and the UK. Now, Schäfer Airport Retail is also targeting non-European markets with its new Interhealth range including Asia Pacific, the Middle East, Africa and South America.

Disposable, CE approved 3-ply face masks are available from Interhealth in five and ten packs, manufactured to EN14683 medical device standards, as recommended by the EASA protocol for passenger safety.

The premiere mask product of this range is a cotton, reusable and three-layer face covering. Both washable and ironable, the masks come in five different colors. They are manufactured in Europe and rated Standard 100 by Oeko-Tex, one of the world's best-known labels for textiles tested for harmful substances. With instructions in multiple languages, the masks are available in men's, women's and children's sizes.

Completing the core Interhealth range is a hand disinfectant gel with over 70% ethanol for use against 99.99% of all bacteria, fungi and viruses. This gel is effective against coronavirus and contains glycerine for increased skin moisture. It is ECHA, ENG 1500 and EN13727 approved. This gel is available with localized instructions and labelling according to local requirements.

For retailers, the health and wellbeing while traveling Interhealth range comes with two point of sale free-standing display unit options. They are sized at 28x17x19-cm (ideal for small till units) and 52x17x19-cm (to house the complete Interhealth range).

Having supplied products to market through its Move brand earlier this year, Schäfer already has extensive experience in manufacturing and supplying health and safety products including more than four million masks and eight million bottles of sanitizer.

"We experienced success with our health and safety Move brand products, but we didn't want to get the products confused with our electronic range and stores already well-established under this brand name. So, we decided to create a dedicated brand for health and safety in Interhealth to further the business in this area.

All of the products contained in the Interhealth range are of the highest quality on the market, with their own point of sale units, ready to sell at all passenger touch points. I think the hard work we have done in researching and implementing certifications that cover the requirements of a wide-range of country markets for all of the products in this range will give us an important edge in what is already a very competitive market."

Our ambition for the Interhealth brand is to firmly establish this range as a market leader in travel retail. We believe that these products are going to be commonplace in airport retail for many years to come.

Having been involved in the health and safety category from an early stage of COVID-19, we are well-positioned to become a market leader in travel retail for personal protective equipment of a quality and standard that you can trust," comments John Woodhouse, Schäfer Airport Retail Managing Partner.

For every pack of five masks sold, Interhealth will donate the cost one mask to the retail host airport's designated charity.