

# DFI launch Travel-Safe Shopping Kit for airports and retailers



Representing a great opportunity for brand exposure, the DFI Travel-Safe Shopping Kit contains a recycled hands-free bag, a branded face mask, disposable gloves and sanitizing wipes

Duty Free Innovation, sustainable retail specialists, have launched an initiative to reassure travelers and encourage shopping, as plans for post lockdown recovery gain momentum. To help support current safeguarding measures, DFI have launched a Travel-Safe Shopping Kit for airports and airlines. The kit contains a recycled hands-free shopping bag, a branded face mask, disposable gloves and sanitizing wipes.

Although details regarding the return of regular air travel and the opening of airports have yet to be shared, it's certain that until a workplace vaccine can be implemented globally, measures on social distancing and sanitization will be the new normal.

With talk of temperature checks, empty middle seats on planes and contact-tracing apps already widespread, recent news that the Spanish government has made the wearing of face masks compulsory on public transport is a clear indicator of what's to come.

As widely reported, with recent industry research from M1ndset, the impact on the travel industry has been profound. More than 60% of travelers will not interact with retail staff and half will not touch products. The outlook for a speedy recovery in sales revenues looks bleak.

According to DFI, the concept of its initiative is to give every passenger one of the travel kits. The bag has a sleeve to slide over a passengers' trolley case handles and includes a number of items for passengers to use and wear. With the bag being hands-free, it reduces contact and minimizes the risk of contamination.

"The hands-free bag is designed to be used as a replacement for shopping baskets and provides each passenger with a reusable shopping bag for all their purchases on their journey. This will reduce contact points in the airport with the rest of the kit giving travelers comfort to move around and shop freely without unnecessary risk to other passengers and airport staff.

We are anticipating that shoppers will become even more focussed on the sustainability of their purchases and will be more demanding than ever that what they are buying is good for the planet. Our [hands-free] bags are made from recycled ocean-bound plastic that has been recovered from the waste system," comments Simon Best, DFI spokesperson.