

DFI introduces sustainable shopping bags for travel retailers



Duty Free Innovation AG's sustainable bag range is specially designed for travel retailers

In what is described as a first for travel retail, Swiss company Duty Free Innovation AG (DFI) has launched a range of eco-friendly sustainable bags for the industry.

The range is "not only great for shopping, but also for the traveling shoppers' conscience", DFI said.

The sustainable range, which is currently being considered by several operators, allows retailers either to replace or upgrade their existing bags, as the new designs match current quality and weight-carriage needs.

According to DFI, the bags allow travel retailers to replace single-use plastic.

Simon Best, Vice President Innovation for DFI, said: "It is critical for the travel retail industry as a whole to react and embrace change when considering the role of single-use plastic, and the industry must act now and serve as a role model to other channels."

As the conversation surrounding plastic waste becomes louder against a backdrop of consumer activism, DFI is reacting to the demand for plastic-free packaging and the ever-changing and ever-stricter legislation coming into force.

DFI estimates that up to 10 billion single use bags are being used in travel retail every year, with only a small percentage of these being recycled or reused.

The range is a "clear and affordable alternative", DFI says, and is already being used by high street retailers in the UK.

The range comprises:

The Travel Bag is made from three plastic bottles saved from landfill and is certified 91% rPET material. It is designed to be reused.

The Shopper Tote Bag and Duffel Bag are made from 100% certified recycled plastic, taking two bottles and one bottle from landfill, respectively.

The paper bag range comes in various sizes and styles. They are made from up to 100% recycled paper and are Forest Stewardship Council (FSC) approved.

The polythene bag range is available in various sizes and styles, and is made from 70% recycled factory waste.

DFI says that its core range of rPET recycled bags stops plastic bottles from polluting the environment by saving them from reaching landfill and that their progress can be measured in the number of bottles used.

The Swiss company believes the travel retail industry alone could save up to 1 billion bottles from landfill by 2025.

Garry Stasiulevicius, Vice President Global Commercial Strategy, said: "At DFI, we believe everyone has a role to play in changing how plastic pollutes the environment. The range we provide allows us to help retailers make progress on their sustainability efforts while driving their social and ethical credentials for travelers and shoppers."

DFI says the Travel Bag model is specially designed for travel retail. The bag is designed to easily fit over the handles of a trolley, allowing hands-free shopping.

For details, or the sample catalogue, contact garry@dutyfreeinnovation.com. Visit www.dutyfreeinnovation.com.