
SAS flies sustainable Business Class kits

By **Rachel Debling** on December, 18 2018 | Amenities & Comfort



Sustainable, local products are the focus of SAS' latest Business Class amenity kit (Photo credit: SAS / OTW)

Starting December 12, [SAS](#) Business Class guests on flights between Scandinavia and the US or Asia will be provided with a new comfort kit that contains Scandinavian brands and was designed with sustainability in mind.

Karl Sandlund, Executive Vice President Commercial at SAS, said in a statement about the homegrown, eco-friendly project: "Collaborating with suppliers focusing on Scandinavian sustainable design and sustainable travel is of the utmost priority for SAS. We work with everything from aircraft that are more fuel efficient, partnerships to develop biofuel, choice of lighter weight cabin fittings, to biodegradable packaging plus choice of partners that pursue such developments.

"We are proud to offer something extra and unique to our modern travelers, who, like SAS, value high quality, local design and sustainable products. Several of the products have been developed especially for SAS to match our ambitious targets. The products celebrate materials, function, design and consideration in the widest sense."

Each comfort kit contains a wash bag (in petrol, nude or black) and a total-blackout eye mask, both from [Filippa K](#), a brand with the goal of completely sustainable production by 2030. The dental care items - a toothbrush with a handle made from eco-friendly cornstarch and natural mint-flavored toothpaste - are made by [The Humble Co.](#), a company known for its socially responsible products,

while the skin cream and lip balm are provided by [Verso Skincare](#) and made with a short ingredients list to reduce environmental impact. Last, the discreet ear plugs by [SwedSafe](#) are made via a system that produces fewer emissions and the socks from [Swedish Stockings](#) contain recycled materials and environmentally friendly dyes.