
FORMIA renews contract to supply Turkish Airlines

By **Melissa Silva** on June, 1 2015 | Catering



FORMIA has announced a further extension to its existing relationship with Turkish Airlines. Having supplied the airline with a variety of inflight amenity kits for the past years, the new three-year contract will see FORMIA supply a range of branded kits across the airline's cabins, including long and short haul Business Class, Comfort Class and Economy long-haul flights.



The range of amenity kits supplied to Turkish Airlines by FORMIA also includes overnight kits, children bags, and the award winning Hajj kits specifically developed for pilgrims en route to Mecca. All of the kits have been individually and exclusively designed for Turkish Airlines and feature various new items, consolidating its unique position as a world leading airline.

"We are absolutely delighted that Turkish Airlines continues to place their trust in FORMIA and wish not only to renew our existing commercial relationship with the company, but to extend the range of products we supply to them. We greatly value our collaboration with Turkish Airlines," said Roland Grohmann, Managing Director of Formia. "This new contract is a validation of our approach to provide the world's greatest airlines with innovative, quality products which match their own drive for ever improving standards of customer care in a competitive market. The mix of iconic lifestyle luxury and car brand names we are introducing to the airline, I believe, takes onboard amenity kits to a new level of luxury. This is the first time the brands selected for the airline's Business Class flights have ever been available onboard aircraft and FORMIA is immensely proud to be the force behind this exclusive move."

Under the terms of the deal, long-haul Business Class offerings will, for the first term, feature two

different high luxury kits for outbound and inbound flights: from the luxury fashion house Cerruti 1881, a branded bag containing items from the [Parisian Institut Karité Paris](#) renowned Shea cosmetic range, in combination with a multi-purpose bag with an elegant design from British lifestyle Jaguar brand containing a variety of Jaguar branded cosmetics.

“FORMIA has proven itself to be a first class supplier whose focus on quality and innovation has provided an added value on our entrepreneurial spirit by offering various luxury products to further differentiate Turkish Airlines from other airlines. Working with FORMIA, makes us proud and excited to further extend our range of passenger onboard facilities and to embark on a number of industry 'firsts.' In particular, under the terms of this new agreement, we will become the first airline in the world to offer renowned branded bags to Comfort and Economy Class passengers. It is Turkish Airline's constant focus on excellence that has been more specifically seen from the accolades of Best Airline in Europe, as voted by passengers in the 2014 Skytrax World Airlines Award for the fourth year running. We are delighted to be supported by FORMIA with their contribution to Turkish Airline's deserved success,” said M. Akif Konar, Chief Commercial Officer of Turkish Airlines.

For further passenger enjoyment and choice, future offerings will include new exclusive luxury brands available for the first time onboard airlines. Meanwhile, short-haul Business Class cabins will offer passengers Cerruti 1881 and Furla bags, both containing Institut Karité Paris cosmetics.

Comfort Class and Long-haul Economy Class flights will feature a choice of Chopard branded bags and cosmetics, or an Institut Karité Paris branded bag and cosmetics, as well as quality foldable slippers, an additional item included for the first time to enhance passenger comfort.