

# An emerald occasion

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The FORMIA team continues to push boundaries across its global network to provide exclusive, consciously designed programs to its airline customers

[FORMIA](#) is celebrating two decades of serving the airline industry with visionary, custom-made concepts that focus on conscious design. Since it first entered the onboard industry in 2002, the company has been proud to collaborate with more than 50 airlines and 130 brand partners.

“We are thrilled to celebrate this milestone anniversary and are immensely proud of the past 20 years of curating meaningful moments for millions of passengers worldwide,” says Roland Grohmann, CEO and Managing Partner of FORMIA. “As we look to the future, our focus is on continuously serving our airline customers in the most relevant and valuable way possible, and ultimately, to drive positive change for our planet and our communities through tangible, responsible improvements and solutions which pave the way forward for our industry.”

The company’s history has been as internationally inspired as its offerings. Founded in Scandinavia, FORMIA eventually moved to establish its headquarters in Asia before expanding across the continent and into the Middle East, Europe, North America and Latin America. As of 2022, FORMIA boasts offices in Hong Kong, Shanghai, Bangkok, Dubai and New York, a reach that has helped the company become the global industry leader it is today.

As part of the celebrations marking its emerald anniversary, FORMIA has launched a new website in conjunction with its revamped corporate identity. Both aspects of the brand showcase the

organization's longstanding reputation as an expert in airline amenity kits, cosmetics and comfort items, along with its commitment to revolutionizing the industry with its trend research and analysis platform. The diversity reflected in FORMIA's global team is the engine that drives their passion to add value to the passenger experience.

FORMIA's refreshed brand identity is echoed on its new website, which the company notes was "developed to reflect the changing world and evolutions in passenger needs and requirements, and to articulate a renewed purpose to their airline customers, brand partners, suppliers and the end consumer."

Regarding their purpose, FORMIA has deemed "curating meaningful moments" its M.O., a motto that was born from its belief that this is the center of all positive passenger experiences. In partnership with their suppliers, onboard experts and designers, FORMIA strives to inspire and delight travelers while providing responsibly curated products that satisfy its airline customers' need for unique and environmentally friendly programs.

On the sustainability front, FORMIA is making waves, as evidenced by the dedicated section of the company's website. A commitment to not only help its customers become truly sustainable but the entire inflight service industry at large is at the core of its plan, made possible by REBEL, experts in quantifying environmental impact. With REBEL's data, FORMIA is reducing its carbon footprint day by day with initiatives and standards that focus on an increase in sustainable materials, sustainable brand partnerships and circular solutions.

The end goal is for FORMIA to shrink its carbon footprint to net-zero by 2030. The company intends to continue investing in programs and innovations that will push them toward that objective while at the same time providing added value for its airline customers, brand partners and the passengers who ultimately benefit from their exclusive offerings.

For more information, visit FORMIA's revamped website at [formia.com](https://formia.com).