

# Buzz redefines premium with latest Air Canada partnership

This is a special feature from *PAX International's* 2023 [April Amenities & Comfort issue](#) on [page 12](#).



The elongated travel case features Acqua di Parma's signature yellow colour

All [Air Canada](#) Signature Class passengers on international flights are now experiencing a luxurious range of amenity kits from [Acqua di Parma](#) thanks to a partnership created by [Buzz](#).

The premium cabin kit is designed with sustainability in mind, with a particular focus on removing single-use plastic. The elongated travel case features Acqua di Parma's signature yellow colour and the kit contains luxury Acqua di Parma bath and body products including Colonia Hand Cream and Lip Balm for inflight hydration, an oversized eye mask, socks, a dental kit, a glasses cloth, and a set of 3M earplugs.



The amenity kit contains luxury Acqua di Parma bath and body products

“At Buzz, we’re proud to continue to work in partnership with a visionary and creative airline like Air Canada to deliver this redesigned and world class amenity kit collection for their passengers,” Leonard Hamersfeld, the Founder and Director of Buzz, tells *PAX International*.

“The design of this new range was purpose-driven with a specific desire to significantly minimize single-use plastics, including the elimination of unnecessary plastic wrap,” he says.



Leonard Hamersfeld, the Founder and Director of Buzz

Paper packaging has been used wherever possible and the dental kit includes a toothbrush made using a cornstarch blend.

“Removing polybags has contributed to a significant reduction in waste. Through innovative design, external polybags have been replaced with 100 percent FSC paper belly bands. The result is a more sustainable premium amenity kit that is elevated and refined,” Hamersfeld says.

Air Canada said it’s making great efforts to integrate environmental considerations into its business decisions, with the intent of minimizing its environmental footprint. These efforts are driven by a “do more” ethos, centered on delivering best-in-class services to its customers, with every effort made towards finding sustainable, industry-leading products and partners that support this vision.

“The recent introduction of new premium cabin amenity kits presented a unique redesign opportunity to address both environmental impact and customer satisfaction,” Hamersfeld adds.

Air Canada received the *PAX International* Readership Award for Business Class Kit (Americas) in 2019.