

deSter and agood company bring circular economy to amenity kits



agood company toothbrush

[deSter](#) has partnered with [agood company](#) to bring eco-friendly amenity kits to the airlines industry. deSter has signed an exclusive agreement with the Swedish brand renowned for its commitment to circularity and environmental responsibility.

"This collaboration aims to introduce a new era of eco-friendly amenity kits for airline passengers, focusing on transparency and sustainability," reads the September 12 press release. "Collaboration with agood company goes beyond merely widening its portfolio."

According to Angie Fung, Senior Category Director Amenities and Sleepwear at deSter, sustainability is indeed a crucial factor, agood company offers a unique concept that sets it apart from the rest.

agood company has designed its products with circularity in mind, ensuring that they are not only environmentally responsible but also traceable. Each product comes with a QR code that provides information about its origin, production methods, and its ultimate destination, encouraging passengers to make informed choices regarding their environmental impact during air travel, aligning with deSter's values and goals, making the partnership "a natural fit."

As part of the exclusive collab, deSter will incorporate agood company's products into their amenity kits for airline customers. The initial product lineup includes pouches, socks, eye shades, and dental kits, with the potential for expansion to include pens and notepads in the future.

Anders Ankarlid, the founder of a good company, said, "a good company is thrilled to join forces with deSter in making the airline industry more circular. For the past five years, our sole mission has been about challenging the unsustainable practice of mindless consumption and linear production, and instead adopting a more mindful and circular approach to everyday products. Looking ahead to the next five years, we hope to have a significant impact on the amenity bag industry and inspire airlines to push the envelope towards a more sustainable future."

The deSter release continues, "The partnership marks a significant step toward a more sustainable future for the airline industry. By introducing circular and traceable products into its amenity kits, deSter demonstrates its commitment to aligning with brands that share its values and goals, particularly regarding sustainability and passenger well-being. This partnership is a clear signal that the airline industry is actively working to reduce its environmental footprint while enhancing the passenger experience."