

FORMIA and Hawaiian debut sustainability amenity kit program



The new sustainable amenity kits from Hawaiian Airlines and FORMIA

[FORMIA](#) announced in a November 20 press release that it has partnered with [Hawaiian Airlines](#) to debut its new sustainability amenity kit program. The amenity kits are designed by Jalene Kanani Bell of Hawai'i lifestyle brand Noho Home.

“We are incredibly excited to partner with Hawaiian Airlines to develop this groundbreaking collection of responsible amenity kits,” said FORMIA’s Chief Commercial Officer, Niklas Sandor. “FORMIA is proud to launch certified carbon-neutral kits for Hawaiian Airlines and to support them on their journey towards providing a more sustainable and meaningful travel experience for their passengers.”

The kits are fashioned using sustainable materials including a bag made with a recycled plastic canvas, a bamboo toothbrush in a recycled aluminum tube, FSC-certified kraft paper and a wheat straw pen. Other items in the amenity kit (socks, eye shades and cosmetic tubes) are made from post-consumer recycled (PCR) plastic. Hawaiian Airlines’ First Class passengers will also be able to choose from a variety of products a-la-carte to minimize waste and create a customized experience.

“We are thrilled to introduce our responsibly designed amenity kit collection with Noho Home and FORMIA, and are looking forward to delighting our guests with these consciously created products to enhance their experience while flying with us,” said Alisa Onishi, senior director of brand and community and cultural relations at Hawaiian Airlines.

Amenity kits receive carbon-neutral certification

FORMIA has furthered the sustainability of the program by attaining a carbon-neutral certification for the products, the press release said. The company partnered with SCS Global Services, a third-party verification provider, to assess and certify the kits in what it calls an industry-first initiative.

The carbon-neutral certification process involves three steps:

- 1. Verification:** Verifying the carbon footprint of the product based on a full life-cycle analysis per ISO 14067 Standard.
- 2. Development of a carbon management plan:** Developing a plan that includes continuous improvement steps to decarbonize the carbon footprint of the product across the value chain.
- 3. Commitment to purchase and retire high-quality carbon offsets:** The company committing to these practices for the remaining emissions.

From November, passengers travelling in First Class on Hawaiian's long-haul international flights and between Hawai'i and New York, Boston and Austin will be offered this new premium kit featuring the Kilo Hōkū and 'Ōlali designs.

Passengers in Hawaiian's Extra Comfort and Main Cabin will receive new amenity kits featuring the Lele design. The designs are inspired by Native Hawai'ian practices and tell a story of exploration through patterns, colours, designs and textures.