

Gen Phoenix's premium recycled leather in new Aeromexico amenity kit



A look inside the new amenity kit resulting from a partnership between Aeromexico, FORMIA and Gen Phoenix

A new amenity kit is set to launch onboard this October thanks to a partnership between [Aeromexico](#), [FORMIA](#) and [Gen Phoenix](#). The kit will see the industry's first use of "premium recycled leather material developed by Gen Phoenix" according to a recent release.

The kits are considered an "environmentally conscious upgrade of the continued collaboration" and aim to prove that "luxury and sustainability can go hand in hand."

To date, Gen Phoenix's recycled leather "has been used on over 4 million seats worldwide, and this collaboration with Aeromexico and FORMIA symbolizes the airline industry's movement in introducing more circular solutions into the cabin," the release said.

Christian Romero, Head of In-flight Product, Global Catering Operation & VIP Lounges at Aeromexico said that it is "an exciting time for our industry as we all work to reshape the future of air travel at every touch point."

The amenity kits are designed in a "sleek ETRO branded bag" and contain "a premium ETRO eye mask and slippers made from recycled PET fabrics and responsibly produced inner items including a toothbrush and comb made with wheat straw and a handy pocket-sized Field Notes notebook made from recycled paper," the release details.

In addition, “the ETRO branded lip balm and body lotion are also presented in a paper box crafted from FSC certified recycled paper, a material that has been harvested in a responsible manner and certified by the Forest Stewardship Council.”

Roland Grohmann, FORMIA’s CEO & Managing Partner, said in the release that the kits “align with [FORMIA’s] vision to create meaningful concepts and products to enhance the passenger experience whilst minimizing environmental impact.”

Nico den Ouden, Chief Commercial Officer at Gen Phoenix noted in the release that Aeromexico is “prioritizing responsible choices in [its] interior and expanding the use of recycled materials into every detail of the passenger experience.” He continued: “This partnership, together with FORMIA, sets a precedent for other airlines to create a more sustainable flying experience that eco-conscious travellers can enjoy.”



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FORMIA has partnered with Aeromexico for many years and Gen Phoenix (formerly known as ELeather) has been regenerating leather offcuts originally destined for landfill into a premium, recycled leather material for more than 15 years.