

TAP introduces Business Class amenity kits with local touches



The TAP Air Portugal amenity kit is available in four colours, each representing a different element of "Portugality"

TAP Air Portugal launched new Business Class amenity kits onboard featuring iconic Portuguese cosmetic brand Benamôr. Created with the help of Skysupply, the pouches are available in four assorted colors, each representing iconic symbols of the country and Benamôr.

Laranjinha (orange from Europe) in orange; Nata (traditional Portuguese pastry) in yellow; Gordíssimo (African butter tree pays tribute to Portugal's Age of Discoveries) in blue; and Alecrim (rosemary, most beloved aromatic herb) in mint.

The pouches feature the logo of both companies and contain a selection of earplugs, toothbrush, toothpaste, Benamôr branded hand lotion, socks, and an eye mask. Benamôr's design is also picked up in the eye mask flower patterns that match the amenity kit. In addition, the color scheme is used for the sock's toe. The kits are made of recycled plastic bottles and other PET (rPET). While bamboo was used for the toothbrush, the packaging of the toothpaste and the earplugs are made of paper.

TAP's brand message is "Genuinely Portuguese" which encompasses several fundamental aspects such as tradition, sustainability, exclusivity, a welcoming culture, innovation made in Portugal, and, of

course, “Portugality,” living the Portuguese lifestyle.

“All of this should not only be a visual and haptic experience, but should also develop into a feeling, during and after the flight, when the trip becomes a memory,” reads the press release. “By choosing a brand partnership with Benamôr, a unique beauty and Portugal’s first cosmetics label that is combining tradition with modernity, TAP communicates: TAP and Benamôr represent the same values, quality standards, and visions – for almost 80 and 100 years, respectively.”

The release continues, “The amenity kit is not only a material object and a gift, but rather the feeling of “Portugality” and a symbol of a personal experience – practical and with local references onboard and filled with memories when used afterwards at home or in future travels.”