

WTCE issue: Seeing the forest for the trees with WESSCO

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Out of the Woods amenity kit for Singapore Airlines

There are many paths that lead to a more sustainable future for the world. From some, the focus is on renewable resources, reducing waste or implementing sustainable supply chains. And now, in an effort that combines all three of those initiatives while also protecting forests, WESSCO International, a creative partner for the world's leading airlines, is partnering with Out of the Woods, a company that is on a mission to make sustainable living accessible and stylish, to bring a new standard of eco-consciousness to the skies for Singapore Airlines.

Through the collaboration, the team has created amenity kits made from Forest Stewardship Council (FSC)-certified kraft paper fabric. The kits contain eco-friendly products for Singapore Airlines' Premium Economy Class.



Petros Sakkis, Chief Marketing Officer, WESSCO International

“This collaboration highlights a shared mission to promote sustainable practices and enhance the passenger experience,” Petros Sakkis, Chief Marketing Officer at WESSCO International, tells *PAX International*.

The partnership between WESSCO and Out of the Woods directly supports sustainable forestry, combats deforestation and safeguards biodiversity. These steps toward a more eco-conscious travel experience speak to not only a growing consumer demand but also solidify WESSCO’s position as an industry leader in the airline supply sector.

Comprehensive collaboration

Out of the Woods is known for being a leader in sustainability. The brand crafts a versatile range of high-end, washable craft paper bags, offering high-quality design and function in the form of its line of totes, coolers and bookbags. The amenity kits were inspired by Out of the Woods’ signature Supernatural Paper®, which is a washable paper made from tree-cellulose that has the look and feel of well-worn leather. Tree-cellulose is sourced from responsibly managed forests that provide environmental, social and economic benefits, and create a product that is washable durable and can stand the test of time.

“This was complemented by rigorous testing for quality and durability, a comprehensive cost analysis, stakeholder engagement for insights and preferences, and ensuring compliance with relevant regulatory standards to meet both sustainability and functional requirements,” says Sakkis.

The result makes for a chic, high-quality, reusable product. Its longevity invites passengers to continue using the kits well beyond the flight. Inside the amenity kit, passengers will find eyeshades, slippers made from rPET material and a hydrating lip balm packaged in biodegradable material.

WESSCO believes Out of the Woods was the right partner for Singapore Airlines’ project based on how the ethos aligned—with the complementary values of sustainability, innovation and quality.

Just as building sustainable practices urges people to consider the generations that are to come, Singapore Airlines was not just thinking about its positioning in the present—it wants to ensure it is a leader for the future.

“The collaboration with Out of the Woods highlights Singapore Airlines’ commitment to advancing environmental consciousness in the airline industry,” Sakkis explains.

WESSCO’s holistic strategy

Innovation in finding new paths for sustainability is woven into WESSCO’s brand strategy—and the successes gained are two-fold.

“Our focus on creating sustainable amenity kits is part of a strategy that promotes environmental stewardship while ensuring that our offerings remain competitive and operationally viable,” says Sakkis.

By offering these amenity kits in Premium Economy, WESSCO hopes to elevate the passenger experience, inspiring comfort and luxury while promoting environmental responsibility and building customer loyalty. According to Sakkis, “these high-quality, eco-friendly kits not only cater to travellers’ needs but also align with their values, fostering brand loyalty and promoting a greener future.