

WTCE issue: Tote-ally functional with Kaelis

This is a special feature from *PAX International's* [May 2024 WTCE issue](#), on [page 128](#).



Etihad Economy Class amenity kit in special edition green livery

Kaelis and Etihad have a longstanding partnership that brings comfort, convenience and style to the passenger experience. The pair is commemorating Etihad's 20th anniversary with a reusable tote bag.

Available in two limited-edition designs, one tote features the airline's 2003 livery with a red and gold band on an ivory background; the other showcases icons that are associated with Etihad's growth through the past two decades. Both are available in Economy Class and feature the airline's 20th anniversary logo.



Gonzalo Munita, Chief Commercial Officer, Kaelis

"These characteristic elements woven together tell a story showcasing the evolution of this great airline," Gonzalo Munita, Chief Commercial Officer at Kaelis, tells *PAX International*.

The tote has a practical design that allows it to transform into a compact pocket pouch, serving as a way to elevate the Economy Class travel experience while promoting sustainability through reusability. The bags are each made from a 500-millilitre PET bottle, rescued from oceans and landfills. Inside the tote bag, passengers receive amenities including Beekman hand cream, an eye shade, earplugs and a toothbrush.

Continuing to combine practicality, style and sustainability, Etihad and Kaelis introduced another tote which Economy Class passengers receive as a gift. Containing all inflight essentials, including Beekman hand cream, eye shade, earplugs, toothbrush and a fleece blanket, the bag is designed to serve as a "one stop location for everything that a guest needs for their onboard well-being," Munita explains. He adds that this is one of the largest Economy amenity kits in the industry, going beyond elegance and functionality.

"It embodies a commitment to reducing environmental footprint without compromising on the exceptional quality you expect from Etihad Airways and a testament that style, sustainability and

practicality can coexist harmoniously,” says Munita.

The totes come in three collectible styles featuring the tailfins of the iconic Etihad Livery, and the Greenliner and Manchester City special liveries.

Kaelis says “aviation geeks and eagle-eyed guests” will be delighted to find the aircraft registration number of each of these special liveries on the tote bags. The totes transform effortlessly into a foldable compact pocket pouch, making it an ideal addition to any travellers’ toolbox. They are each made from 500-millilitre PET bottles.