

Zibo Rainbow partners with Ethiopian Airlines on children's amenity kit

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The children's kit features a backpack with activity books, crayons and a toy

[Zibo Rainbow](#) has partnered with [Ethiopian Airlines](#) to introduce a children's amenity kit designed to enhance the inflight experience for young travelers while prioritizing sustainability and thoughtful design.

Developed in close collaboration with the airline, the kit was conceived not simply as a product but to create memorable moments for children onboard. According to Zibo Rainbow, Ethiopian Airlines approached the project with a vision of building a meaningful connection with its youngest passengers, prompting the supplier to focus on both functionality and responsible sourcing.

At the center of the kit is a soft backpack made from recyclable fabric. Lightweight and durable, the bag can be reused beyond the flight, serving as a practical companion for children throughout the journey and beyond. The contents include activity books produced using sustainably managed forest paper and non-toxic soy-based inks, crayons and a stuffed plush toy.

More than a collection of onboard items, Zibo Rainbow says the collaboration represents a shared effort to strengthen the relationship between the airline and its youngest passengers.