
SAS launches sustainable packaging

By **Rick Lundstrom** on November, 21 2019 | Catering



New Nordic by SAS cutlery is made from vegetable oil and a process that makes it compostable

SAS is now launching updated packaging for its New Nordic by SAS food concept.

The airline says the new design of the cube will save up to 51 tons of plastics per year. SAS has a goal of having 100% sustainable materials in the customer offering no later than 2030.

Using locally produced and seasonal ingredients, New Nordic by SAS has had a sustainability focus since it was launched in 2017. The packaging will be re-launched today with a new design and more sustainable materials.

“Every day we develop our service offering and constantly evaluate everything we load onboard. We remove what is not needed and work to find innovative solutions for our materials and packaging,” said Karl Sandlund, Executive Vice President and Chief Commercial Officer at SAS.

Suppliers of SAS have developed a solution that replaces the inside plastic container of the cube with a paper one. It is made of [Forest Stewardship Council](#) approved paper with a plastic coating, made from organic plant-based plastic instead of oil-based plastic.

The cutlery kit in the cube has also been changed. The new kits are adapted to each meal in order to minimize use of resources, meaning that each piece of cutlery is offered only if needed. It will be launched gradually starting in December 2019 and by May 2020 the new cutlery will be found in every cube.

The plant-based plastic used in the cutlery is made from vegetable oil, which is processed by natural fermentation and microorganisms into a raw material that is compostable. SAS says the packaging is the first in the industry compliant with the European SUP (Single Use Plastics) directive.

Instead of putting the wet wipe in each cube, they will now be offered upon request. Instead of a plastic wrap to contain the cutleries, paper napkins made from recycled material will be used for wrapping.

“The New Nordic by SAS food concept served in the cube is an excellent example of how we align our onboard services with our sustainability goals. It is one of many steps toward a more sustainable aviation – the most significant actions being the renewal of our fleet, increasing biofuel use and supporting the development of electric aircraft,” said Sandlund.