
Galileo Watermark brings Goodie Bags to Virgin Atlantic

By **Jane Hobson** on October, 25 2019 | Partnerships, Collaborations & Acquisitions



[Galileo Watermark](#) revealed two eco-friendly Upper Class and Premium Economy amenity kits for [Virgin Atlantic](#) today. The new “goodie bags” are made of water-resistant, recyclable FSC kraft paper and can be reused after flight.

The Upper Class bag includes a [Bambuu Brush](#) toothbrush, toothpaste, mouthwash, ear plugs, paper pen, cotton socks and [REN Clean Skincare](#) products. Paper packaging is used to reduce plastic usage. The kit also includes a reusable light-blocking eye mask that features a satin front and soft suedette (fabric made from cotton or rayon, that has a suede-like texture) inner that cuts out all unwanted light.

The smaller Premium Economy kit is also designed in kraft paper and includes an eye shade, pen, dental kit and ear plugs - in economy items will be available on request.

The goal of the partnership was to create amenity kits that were both good for the customer and good for the environment.

A press release from Galileo Watermark says: “Conscious that the inner items should also reflect the sustainable ethos of the bag, all the comfort items have been meticulously designed to ensure no plastic packaging is used and that the items are all of exceptional quality.”

“Having developed a number of award-winning kits with sustainable credentials in the past, we clearly understood Virgin Atlantic’s brief and were thrilled to have the scope to work with more considered materials and comfort items,” said Johannes Kloess, Managing Director at Galileo Watermark, in a press release from the company. “By using a simple material in an unexpected way and offering high quality content items, we feel we have mirrored the Virgin brand and personality whilst highlighting their ongoing commitment to sustainable practices.”

Virgin Atlantic is continuing its relationship with [MNH](#) recycling services by designing all items with a tamper seal to help ground services identify unused product to be repurposed. The company will work with MNH to facilitate the refurbishment process, ensuring all unused product is recycled.

“We wanted them to be the most sustainable airline amenity kits in the world,” said Katerina Orfanidi, Product Manager Customer Experience at Virgin Atlantic. “We hope other airlines are inspired by our innovation and together we can invest in greener products, adopt stances on driving single use plastics off flights and change the world one bamboo toothbrush at a time.”

The kits are currently available on all A350 flights and will debut fleetwide in December. Galileo Watermark is the creator of Virgin Atlantic’s first-ever amenity kits.