

# FORMIA launches reusable amenity kits for JetBlue



The new reusable pouch for JetBlue by FORMIA

[FORMIA](#) has announced a new collaboration with [JetBlue](#) to launch onboard amenity kits for their transatlantic Core experience. The kits are available on the airline's highly anticipated transatlantic flights, between New York's John F. Kennedy International Airport ([JFK](#)) and London Heathrow Airport ([LHR](#)). The kits will also be offered on flights between New York-JFK and London Gatwick Airport ([LGW](#)) starting September 29, 2021.

The partnership introduces a pouch that doubles as a reusable storage bag made to last, developed from platinum silicon, a non-toxic material that is not only durable and easy to clean, but also dishwasher, microwave, and freezer friendly. The compact size, stand-up design and resealable

interlock zipper feature, the versatile bag has been consciously designed to travel with passengers beyond their journey, whether it is to carry travel essentials or keep food fresh for longer.



The stand-up pouches are designed to be useful and practical post-flight

With sustainability firmly front of mind, the reusable bags were developed to provide a modern, fresh take on the amenity kit, with the aim to reduce single-use plastics and encourage continued use post-flight. The kits will include a selection of inflight necessities, as well as two-tone athletic socks made from 100 percent recycled PET fabrics, part of FORMIA's recently launched [sustainability initiative](#).

"FORMIA is delighted to partner with JetBlue as part of their historic transatlantic route launch to create a smart yet fun kit with added functionality to complement their industry-leading core experience," said Roland Grohmann, FORMIA CEO & Managing Partner. "Sustainability is woven into the fabric of our business, and we are thrilled to develop an endlessly reusable kit, with cruelty-free amenities. Every JetBlue core customer will have a thoughtfully designed kit to take home and use long beyond the flight."

JetBlue's director of product development, Mariya Stoyanova, said: "Our aim was to develop a unique, sustainable kit that embodied the ability for re-use post-flight, and these highly functional, compact bags designed in collaboration with FORMIA offer just that. We are excited to introduce these inflight amenities as a further treat for our customers flying to/from London."