

Kaelis enhances kids' amenity kits with creativity and purpose

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Ashley Kerber, Regional Director, Kaelis

When it comes to creating memorable travel experiences for young passengers, airlines know that a few crayons and a colouring book just do not cut it. Kids are looking for more than just distractions—they want excitement, fun and something that makes the journey feel special.

As a leader in designing inflight products, [Kaelis](#) has taken on the challenge of creating kids' amenity kits that do more than distract. They engage young travellers while keeping customization and sustainability top-of-mind.

Kaelis creates kits that leave a lasting impression for airlines' littlest travellers. Ashley Kerber, Regional Director at Kaelis, explains the brand's approach.

"We consider not just the act of giving, but the purpose behind what we create for them," she says. From toddlers to teenagers, Kaelis makes sure every age group feels connected to the kit.

Kaelis works closely with its customers to design kits that reflect the airline's unique brand and culture. "We are all leaders in understanding the needs of our airline partners and clients, but earning the approval of children is a completely different challenge," says Kerber. Kaelis takes this challenge seriously, even consulting a panel of kids aged five to 13 to ensure the kits are fun, functional and

engaging.

But the kits do not just improve the flight experience—it helps airlines provide better service, too. “Airlines often bear the responsibility of caring for unaccompanied minors, and providing thoughtful amenity kits significantly supports ground staff and crew,” says Kerber.

When a child’s device runs out of battery or they need entertainment, these kits offer a welcome relief.

Kaelis finds the balance between entertainment and practicality. “Our primary aim is to provide entertainment, led by the insights of the ‘big boss’—a five-year-old—rather than his mum,” says Kerber. The result? Kits that are packed with items kids will actually use long after the flight ends. Multi-purpose items such as lunch bags, pencil cases, or tote bags—things that do not just get tossed aside.



Kaelis introduced kids’ kits for Neos featuring a dark blue backpack with a playful superhero cat

Sustainability is a huge priority for airlines, and for Kaelis, that is a mission that hits close to home. “Sustainability, saving the earth and caring for children go hand in hand,” Kerber says.

With more eco-friendly materials available than ever before, Kaelis is quick to incorporate them into the kits. “Our design and procurement teams are dedicated to developing and sourcing new materials to not only keep pace with trends but set them,” Kerber explains.

Kaelis also taps into the importance of cultural preferences when it comes to designing kids' kits. Taking inspiration from the world, Kaelis looks to art installations, local landmarks and other cultural

references to create kits that connect kids with the world as they travel. “By igniting their curiosity and excitement, we can transform a simple amenity kit into a memorable part of their travel adventure,” says Kerber.

Looking ahead, Kerber says Kaelis is excited about how technology can shape the future of kids’ amenity kits. “Imagine packaging that tells a story and goes beyond just the goodies inside. Adding QR codes can open up a world of interactive content for kids,” says Kerber. “Incorporating puzzles and games can keep them entertained while also stimulating their minds.”

The small details make all the difference—especially for kids. Through thoughtful design and continuous innovation, Kaelis is turning kids’ kits into tools for joy, curiosity and connection. It is these gestures that create positive memories, strengthen loyalty and maybe even inspire the next generation of aviation enthusiasts.