

Procurall highlights sustainability, diversity and net-zero goals at FTE APEX Asia Expo



The Asutra kit on United Airlines featured a cleansing face towelette, lip balm and hand lotion for Business Class passengers flying premium transcontinental routes between west coast hubs and the New York City area

[Procurall Solutions](#), the amenities and comfort company with more than 150 years of combined experience procuring, designing, developing and delivering customer comfort, care and safety solutions to leading airlines, cruise lines and hotels, is present at booth F19 at [FTE APEX Asia Expo](#) this week in Singapore.

Creating some buzz on social media in lead up to the event, Procurall highlights its sustainability, diversity and net-zero goals.

"Procurall has been fortunate to collaborate with leading airlines worldwide and is recognized as a trustworthy partner. Our fundamental principles focus on sustainability, diversity, and our ambitious target to achieve net-zero emissions by 2030. To support our net-zero goals, we are actively engaged in The Climate Ambition Accelerator Program, an initiative led by The United Nations Global Compact, emphasizing science-based emissions reduction," reads the company's LinkedIn post.

It continues, "At the expo, we are excited to connect with you, understand your current requirements, and discuss future plans. Let's explore how our shared values can pave the way for purposeful collaboration, leading to significant and transformative outcomes. We look forward to meeting in Singapore!"

It will also be offering exclusive cactus leather "swag bags" at its booth, "filled with fantastic and

innovative products."

The team will be present for scheduled meetings and is participating in two panel discussions.



Brianna Rush, Brands & Marketing Executive at Procurall Solutions, poses for a photo with the PAX International Magazine IFSA issue at the Long Beach EXPO in September

In an interview with the company this fall, Procurall tells *PAX International* that in choosing which brands to partner with, Procurall takes into account a number of factors. From a brand's financial stability to its sustainability capabilities and overall versatility — the company chooses brands that resonate with the airline's goals and initiatives alongside Procurall's.

"The choice of brand can greatly impact the airline's reputation, customer satisfaction and overall

business success,” Procurall says, adding that passengers are “more likely to feel confident in the service they are receiving” if “it is backed by a trusted brand.”

“With the Asutra kit, highlighting self-care and mental well-being was a major focus in the design process as well as sustainability,” Product Designer, Shannal Lee told *PAX*. “In an era defined by hectic schedules and unrelenting demands, Asutra prioritizes the belief that taking care of oneself is essential for improved physical and mental well-being.”

“This coincides with United’s philosophy, which aims ‘to create an environment that fosters relaxation, mindfulness, and self-care’,” added Procurall President, Jennifer Green. “Feedback has been overwhelmingly positive with passengers expressing delight at the practicality and usefulness of these kits,” she continues. “They have also praised the importance and inclusion of a local, Chicago-based, women owned and led, small business collaboration.”



Procurall Solutions will be at booth F19