



## Sustainable in-flight pampering.

In 2022 Gen Phoenix partnered with one of our long-standing aviation customers, Aeromexico, together with FORMIA (a leading international airline amenity and hospitality specialist) to offer passengers a unique and sustainable way to pamper themselves.

The offering formed part of Aeromexico's entry in SkyTeam's 2022 *Sustainable Flight Challenge*, where participating airlines explored the most sustainable way to operate a single flight in their existing networks.

All innovations from dedicated flights were shared openly, enabling airlines to come together, take responsibility, and put solutions into practice to reshape the future of air travel for generations to come.



### The Benefits



Recycling waste into luxury materials.



Lowering carbon emissions.

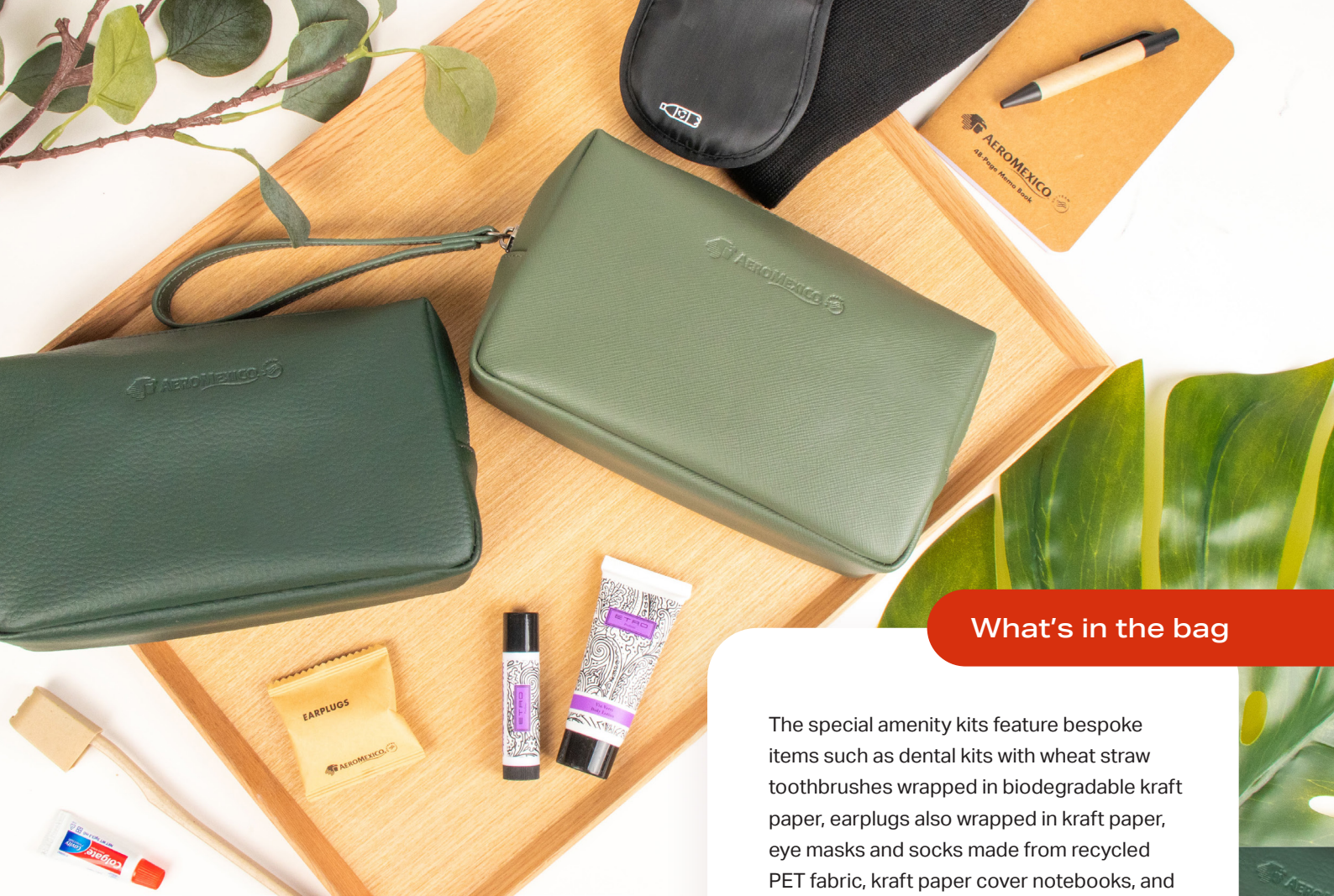


Reducing water use.



Protecting natural resources.





## What's in the bag

The special amenity kits feature bespoke items such as dental kits with wheat straw toothbrushes wrapped in biodegradable kraft paper, earplugs also wrapped in kraft paper, eye masks and socks made from recycled PET fabric, kraft paper cover notebooks, and wheat straw ballpoint pens.

All neatly packaged in sleek, Gen Phoenix bags made with recycled leather waste on the outsers and 100% recycled PET fabric lining.

“Sustainability has long been a focus for Aeromexico and so we are delighted to extend our existing partnerships with Gen Phoenix and FORMIA to create responsibly designed amenity kits for *The Sustainable Flight Challenge*, that will add to an enhanced and meaningful customer inflight experience. We are committed to reducing our environmental impact throughout our products and services and we believe these environmentally conscious kits are another step towards a greener future.”

—Andrés Castañeda Ochoa  
Chief Customer and Digital  
Officer at Aeromexico

## The Results

Each of the special amenity kits **saved** 10.4kg of CO<sub>2</sub> and 96 litres of water.