

Cabeau underlines sustainability credentials with simple solution

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By **Laura Shirk**

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US travel accessories company Cabeau is emphasizing its commitment to reducing its carbon footprint as it prepares to exhibit at the TFWA World Exhibition in Cannes this month (Stand number: Yellow Village A21).

Cabeau, which will debut its new doctor-endorsed health and wellness brand repositioning to the travel retail market, cites logistical issues in securing containers and combating rising shipping costs as key challenges during the pandemic.

Cabeau CEO David Sternlight said: "We implemented a simple solution to compress our iconic memory foam neck pillows. This reduced master shipping carton size by over 40%, required less corrugate and significantly cut fuel consumption throughout the distribution chain to transport our products around the world."

Reflecting on the impact of Covid-19, Sternlight recalls how Cabeau used the travel embargo to accelerate a shift in the company's decade-old brand to provide greater consumer distinction from other travel accessories. "The pandemic only strengthened growth in the health and wellness sector and our new product launches will build on this segment."

Cabeau has high expectations for its new Incredi-belt product. This multiple patent-pending product is a dynamic lumbar support system that moves with you.

While Cabeau built its reputation on the Evolution therapeutic neck pillow, back pain is the number one complaint for air travelers, with 74% citing this issue.

“Specifically, the top complaint about airline seats is lack of lumbar support,” Sternlight said. “Cabeau wholeheartedly believes we’ve developed the best solution on the market, because it provides firm, positive resistance and allows customization to the individual.

“Unlike competitive offers that are bulky, compress over time and provide little support, Incredi-belt reduces to the size of a soda can – perfect for travel portability. It can be placed anywhere on one’s back for maximum relief and adjusts to individual preference by inflating/deflating while being worn.”

Looking ahead to the TFWA exhibition, Sternlight said: “With exciting new product introductions, revised packaging and merchandising solutions to recapture consumer enthusiasm for wanderlust, Cabeau is ideally suited to help our travel retail partners come back stronger from the pandemic’s economic devastation.”

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