

Lots of pillow talk from Travel Blue



Travel Blue's children's pillow range comes in 10 fun colors, showcased on specially designed fixtures

Travel Blue has reported a tremendous uptake of its children's pillow range.

Launched at the TFWA World Exhibition in Cannes last October, distribution now spans Europe, Asia and South America with further openings expected following the TFWA Asia Pacific show (Stand number: G1).

Jonathan Smith, Executive Director, said: "The incredible success of the range is really down to two major factors; firstly, the fun and colorful designs, 10 in all, so choice is not limited, and secondly, the major investment we have made in specialist POS solutions.

"Changi Airport has benefited hugely from this initiative, both in the main duty free shopping areas and the new shopping and dining area, called Jewel. We are supporting other operators in a similar way: 10 new locations in airports across China, plus airport shops in Europe and the Middle East."

Since initial stocks were launched to the travelling public at the end of last year, the company reports a considerable volume of repeat orders.

As part of the Travel Blue Group, the company is launching its new brand of mobile accessories called Lexingham, plus its well-established ranges of eyewear for both reading and sunglasses Z-Zoom, Smith added.