

Nuwave Channel Partners releases vegan leather wallet collection



Designed for the digital age and made from a sustainable corn-based material, the travel retail product specialist has rolled out a 100% vegan wallet collection from its British lifestyle brand, Armor London

Nuwave Channel Partners, the travel retail product specialist, has unveiled an exciting offering from its British lifestyle brand, Armor London. The Armor London Assured RFID Collection 100% Vegan Leather Wallet is a RFID-protected credit card and cash holder manufactured in the UK from plant-based materials imported from Italy.

The material is approved by PETA (People for the Ethical Treatment of Animals), animal-free, and certified by OEKO-TEX, one of the world's best-known labels for textiles tested for harmful substances. The ground-breaking material used in this collection is also certified by the USDA,

which awards certifications to products following an evaluation of its features and tests to verify its bio-based content.

This wallet collection is designed for the digital age and made from one of the world's truest looking alternatives to real leather. The product is produced from a sustainable corn-based material and manufactured with renewable resources.

RFID protection technology protects debit and credit cards, blocking all RFID signals using a technology called RFIDsecur, developed and tested in the UK. RDIDsecur protects ID and payment

cards from being hacked, skimmed and/or cloned.

There are two styles of this range – The Dalston (a name synonymous with veganism) and The Clerkenwell (a name associated with great design and creativity). The Dalston comes in five eye-catching colors including Sunshine Yellow, Powder Pink, Orange Zest, Ocean Blue and Passion Red. Meanwhile, the Clerkenwell is available in black with distinctive Orange Zest, Ocean Blue, Powder Pink or Passion Red stripes.

All of the wallets in this range can house six of the owner’s most valuable cards, with a central opening for coins, notes or other small valuables. Each wallet is hand-stitched using upcycled nylon thread.

This range is ‘powered by eco:sense’, a Nuwave Channel Partners overarching brand feature and label that reflects the fact that it manufactures products in an environmentally conscious way, with sustainability at the heart of product development.

“We are immensely proud of this new UK-manufactured product, which comes with the very best sustainability credentials for a product of its kind. It’s a really important release for us into the environmentally conscious travel retail market and we have high hopes for its impact.

“This smart, modern and contemporary product, which comes in a variety of highly marketable colour options, offers high margins and is small and compact enough to take up minimal trolley space for airlines or in airport retail/cruise ship stores. We look forward to discussing listing the products with stakeholders in travel retail,” says Hoj Parmar, CEO, Nuwave Channel Partners.

Nuwave Channel Partners will be taking part at the upcoming TR Marketplace and Virtual Travel Retail Expo.