

# Travel Blue Group introduces sustainable water bottles to travel retail



The company will be showcasing its innovative products at TFWA Cannes this year

[Travel Blue Group](#) is launching its sustainable hydration solution for the travel retail market, a range of high-performance and reusable stainless steel water bottles, as part of the company's *Our Blue Way* initiative.

The 500-ml bottles are made from high quality stainless steel with double-walled vacuum technology, keeping drinks hot for up to six hours and cold for up to 12 hours. Strong and sturdy but still lightweight, the bottle features a screw top lid with a silicone seal and is offered in four retro color ways. The bottle is tested and complies with the highest safety standards. The range is supplied with a dedicated POS solution.

Most airports already provide water refilling stations for passengers and are expected to go further, following the lead this summer by Los Angeles World Airports which introduced an airport-wide retail ban to sell single use plastic (SUP) bottles and Schiphol Airport Retail, which also banned SUP water bottles at its flagship store.

“Every year, around 500 billion SUP water bottles are used. Of these, approximately 117 billion are used by travelers,” says Travel Blue Group Managing Director, Daniel Levin. “These numbers are staggering and show the scale of the problem and the huge importance of encouraging everyone to move to reusable bottles.

“Travel Blue Group is at the forefront of sustainable travel technology and our core values are innovation, sustainability and social responsibility. *Our Blue Way* and commitment to reducing plastic waste is a mission to assist customers to achieve their sustainability goals. We believe that SUP bottles will be banned from more and more airports around the world in the next two years and we will assist our customers wherever we can, providing the tools they need.”

Travel Blue Group has been operating in the global travel retail accessories market for over 36 years and is the category leader in recycling and sustainability. Twenty-five years ago, it was the first and only company to use recycled cardboard packaging while others used plastic. The business was also the first to use soy-based ink. With the introduction last year of *Our Blue Way*, the company is fully committed to converting as many existing products as fast as possible to recycled or recyclable material and introducing new products that fulfil their sustainability mission.

“Supported by our amazing global team, we provide a complete solution with dedicated point of sale and in-store display stands,” says Levin. “We look forward to showcasing our innovative products at TFWA Cannes this year, showing a global retail audience that embracing a sustainable future is a huge commercial opportunity.”

Travel Blue Group will be located at Yellow Village Stand F33 in Cannes.