

Travel Blue set to reveal sustainability initiative at TFWA Asia Pacific



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[Travel Blue Group](#) is set to reveal its sustainability initiative "Our Blue Way" at TFWA Asia Pacific next month. The Group will share with business partners in the region its mission to lead sustainability in the global travel retail accessories market.

Travel Blue Group aims to grow the accessories market and is committed to doing this in a genuinely responsible way. According to the company, over 50% of Travel Blue Group products sold this year will be made from recycled or recyclable material as part of its initiative. With the support of evolving technology, this number is expected to increase.

Travel Blue neck pillows and the Group's mobile accessories brand, Lexingham, will share focus at the trade show in Singapore. Travel Blue neck pillows, which are now made with a 94% recycled cover, 100% recyclable foam and 100% recycled packaging, look and feel identical and are just as comfortable and luxurious as they have always been. The Lexingham range will continue to use the

latest technology with new True-Wireless earphones, power banks and chargers.

“It is a huge pleasure to be coming back to TFWA Singapore in person after so long,” says Managing Director, Daniel Levin. “Our presence is very strong in the Asia Pacific region and many important and close clients are located there. The prospect of seeing everyone face-to-face is extremely positive and we look forward to sharing 'Our Blue Way' and discussing how they can take part in this opportunity. As a trade, we can positively affect the world and we are proud to be running our business more sustainably by looking for better solutions.”

The Group has invested in expansion and grown its global distribution network considerably over the last five years and now has offices located across Asia Pacific.

“The last 12 months have seen a huge growth in travelers and demand is strong again. Fortunately, we were well prepared and able to supply stock to customers as needed. We are not yet covering the entire map, so there are still opportunities to go after.

“Ever since the business started 36 years ago, sustainability has been important at Travel Blue Group, but now the responsibility for the environment has fallen to our generation. 'Our Blue Way' is the right way for us and our customers to make a difference and we have decided to absorb the cost of converting to sustainable products. This is our contribution to making this approach the 'new normal'. The response from the trade has been great, welcoming 'Our Blue Way' with open arms.

“We are a customer-oriented company, we are never complacent and work with respect and in partnership, focusing on great service as well as great products. As a family business, we believe people are everything and treat customers how we would want to be treated ourselves. This part of the world, which I love, has suffered a lot with COVID. During those dark times we worked hard to maintain morale in difficult conditions. Now, the Asia Pacific region is bouncing back and this is wonderful to see. Our team is looking forward to meeting after so long and TFWA Singapore will be a great opportunity to stop, reflect and spend time together, not just on zoom,” adds Levin.

Travel Blue Group is a family-owned business and its core values are innovation, the environment and social responsibility. Daniel took over as Managing Director from the Group's Founder, Avi Levin in 2022 after 35 years of building the travel accessories business.