

DFI launches Chinese New Year Travel Bag design for 2020



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Responding to heightened demand for plastic-free packaging, Duty Free Innovation (DFI) demonstrates its commitment to sustainability by introducing a special Chinese New Year travel design.

Aiming to remove, re-use and recycle plastic from the supply chain, The Swiss-based company is a leader of hands-free shopping, which encourages shoppers to browse and buy more. DFI insists that its Travel Bag will be a “huge draw for sustainability-aware shoppers” who want to carry their items in a “stylish and gift-worthy bag.”

According to DFI, the concept, which is already being used by a number of retailers and brands in the channel, is the only certified recycle bag for life in travel retail. Designed and launched to help retailers take advantage of one of the busiest travel and shopping seasons of the year, the Travel Bag helps to drive spend in the channel and slots conveniently over the traveler’s trolley bag.

For every bag produced, the company saves three used plastic bottles from entering the waste system. As the founding member of the Travel Retail Sustainability Forum, DFI is already accepting orders for the new design and expects to save in excess of three million bottles from leaking into the environment during the next 12 months.

At the check-out, the basket is exchanged for the eco-friendly Travel Bag for life that has the same easy-to-carry system, allowing the traveler to continue their journey unhindered without additional luggage to carry, explains the company.

Garry Stasiulevicuis, Vice President Global Commercial Strategy, DFI comments, “We

know that carriage of items is the number one reason shoppers don’t buy more in store. By implementing our system, we have seen an increase in the average basket size, an increase in ATV and an increase in the number of shoppers using our basket and bag system.”

DFI will be showcasing the Travel Bag and their entire range of sustainable bags and carriage solutions at the TFWA World Exhibition in Cannes this year.