

Heinemann launches Future Friendly product range at Sydney Airport



The activation at Heinemann Australia will run until the end of April 2023

[Heinemann](#) is now offering its Future Friendly concept to international travelers at Sydney Airport, coinciding with Earth Day on April 22.

According to the company, "Future Friendly aims to highlight brands and products that are going the extra mile in integrating sustainable and responsible practices in their production, therefore raising awareness among travellers of more sustainable product options."

The Future Friendly program, first launched in 2021, is comprised of products that fulfil clear, stringent criteria: the suppliers must comply with Heinemann's Code of Ethics in their business practices, and the products themselves must have two of the following five attributes:

- Certified organic
- Vegan and cruelty-free
- Certified fair manufacturing practices
- Significant recycled material
- Plastic-free

The marketing activation occupies one of three pop-up spaces at Heinemann's Sydney Airport duty free store for maximum visibility. The Future Friendly range at Heinemann Australia currently includes products from a mix of global and local brands such as L'Occitane, Calvin Klein, Ralph Lauren, T2 and Le Specs. To further educate shoppers and provide transparent rationales for each product's inclusion, information cards are available next to each product explaining its sustainability credentials.

"We are proud of the first steps we have taken towards a more responsible product assortment, putting ambitious and transparent criteria at the heart of our approach," said Heinemann Australia Managing Director George Tsoukalas. "We would like to thank our participating brand partners for their collaboration on this activation, and look forward to taking onboard the insights and lessons we will gather during this pilot program to constantly build upon our offering and customer outreach."

The activation, which is running until the end of April 2023, will return later in the year with an expanded product selection.