

# Case Study



MNH and Qantas reengineer the plastic bag used previously to package Headsets with a sustainable, plastic-free solution.

## PROFILE

### Customer:

- Qantas  
Customer Experience

### Region:

- Australasia

### Challenges:

- A plastic-free solution for packaging Headsets - a challenge to reduce inflight packaging waste.

### Solution:

- A simple FSC strip known as the Kanga Wrap.

## PROJECT IN BRIEF:

When Qantas recently launched their new high-quality, rotatable Headset to enhance and differentiate their onboard passenger experience, MNH was challenged to reduce inflight packaging waste, in-line with Qantas' environmental aspirations.

## CUSTOMER PROFILE

Qantas Airways Limited is the flag carrier airline of Australia and voted Australia's favourite domestic and international airline at the 2015 Trip Advisor Travellers' Choice Awards.

Located in Sydney, Australia Qantas is the largest airline by fleet size, international flights and international destinations.

## CHALLENGE

Like all airlines, Qantas Headsets have been presented to passengers in practical 16cm x 22cm plastic bags. With the new Headset already making waves due to sound quality, Qantas wanted to challenge the norm.

## SOLUTION

Qantas and MNH worked in partnership to develop a far more sustainable solution than the plastic envelope... a simple paper FSC strip, lovingly known as the Kanga Wrap.

FSC certified forests are managed with consideration for people, wildlife and the environment.

A far more sustainable solution than the plastic envelope, the FSC paper strip comes from well managed forests that provide environmental, social and economic benefits.

The Kanga Wrap is a non-plastic, cost-neutral solution made from FSC paper that still protects the integrity of the Headset and presents the product well.



## BENEFITS

- The Kanga Wrap is helping Qantas to achieve their environmental objectives.
  - The unnecessary use of plastic packaging impacts badly on the environment - an FSC paper solution is far better.
  - FSC certified forests are managed with consideration for people, wildlife and the environment.
  - When the plastic-free solution is rolled out across all classes a meter of plastic per person will be diverted from landfill every time a Qantas flight operates.
- That's over 6000kms of plastic diverted per annum - enough to stretch from Dubai to Hamburg!
- Better fuel efficiencies are achieved due to onboard weight savings with the removal of plastic.



After months of development and trials the Kanga Wrap performs well for the airline, its passengers and is also fit for the supply chain, without compromising the lifecycle or integrity of the Headset.

The judges at the 2016 Onboard Hospitality Awards were also impressed - MNH and Qantas celebrated being a finalist for the Sustainability Onboard category.

MNH provides Global Headset, Amenity Kit and Laundry Servicing Solutions to the Travel Sector. MNH currently works with flagship carrier clients in America, the Middle East and both Southern and Northern Hemispheres.

For more information: Call +44 (0) 1342 719290 or visit [www.mnhscs.com](http://www.mnhscs.com).