

# Case Study

MNH and Virgin Atlantic reengineered the plastic bag used previously to package Headsets with a sustainable plastic-free solution.



## PROFILE

### Customer:

- Virgin Atlantic

### Region:

- Transatlantic

### Challenges:

- To remove plastic from the onboard Headset packaging and look at providing a solution for the charity donation envelope.

### Solution:

- A non-plastic innovative Headset wrap with the dual purpose of a charity envelope.

## PROJECT IN BRIEF:

MNH delivers an innovative, plastic-free solution for packaging Virgin Atlantic's onboard Headsets. A multi-functional wrap printed on FSC paper to protect and show case the onboard Headsets whilst doubling up as a charity envelope for Free The Children.

## BACKGROUND

Like every other airline, VAA has presented their passengers with Headsets in a 17cm by 24cm plastic bag.

## CHALLENGE

VAA aims to embed sustainability into everything they do, so when the question was asked if the W/EY Headset could be loaded without a polybag MNH took up the challenge.

## OBJECTIVE

The main goal was to develop a non-plastic, cost neutral solution that provided both the functionality of a bag (passenger presentation) and a charity envelope for donations.

## SOLUTION

VAA and MNH worked in partnership to develop a simple but effective sustainable solution that not only hit the objective of being cross functional, but also provided some impressive CO2/weight savings. In 2015 the innovative Envowrap (manufactured on FSC paper) was born!

After months of product development the Envowrap was ready to take to the skies.



The Envowrap not only enhanced the presentation of the Headset, but it was a platform for Change For Children to increase their much needed charity donations.

## BENEFITS

- Plastic savings of over 12 tons per annum, which equates to 18 tons of CO2 and 6.5 tons of onboard weight savings!
- Better fuel efficiencies due to onboard weight savings.
- Helping VAA to achieve their environmental objectives.
- Increased charity donations due to strong branding and communication.

"MNH are strategic suppliers to Virgin Atlantic Airways, providing a single point contact for the delivery management and servicing of Headsets and Amenity Kits in the UK.

MNH maximise savings in both supply chains whilst providing Virgin Atlantic budgetary control in these typically volatile areas of spend.

MNH are extremely responsive and "can do" in their approach including problem solving and in supporting new initiatives in these areas and managing any associated transition.

MNH's proactive stance on waste diversion and working with disadvantaged sectors of the community helps delivery of Virgin Atlantic's corporate and social responsibility objectives."

Simon Soni  
Head of Inflight Services

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 our website [www.mnhscs.com](http://www.mnhscs.com).