

Case Study

MNH celebrates over 25 years of working with Virgin Atlantic to manage the whole lifecycle of onboard products from cradle to grave, working with the team to reduce, reuse and recycle, saving costs and reducing waste. Our Amenity Kit Replenishment and Product Recovery Programmes are now award winning!



PROFILE

Customer:

- Virgin Atlantic (VAA)

Region:

- Transatlantic

Challenges:

- Virgin Atlantic were looking to reduce costs and cabin waste from the provision of more sustainable Amenity Kits and onboard products across all cabins.

Solution:

- MNH worked as part of the award-winning team to ensure the new Amenity Kits not only looked great for the customer but were also robust and practical for a rotatable supply chain in order to minimise the amount of waste sent to landfill with end-of-life waste diversion.

Our Award-Winning Amenity Kit Replenishment and Product Recovery Programme

Our sustainability programmes have been recognised by the industry over the years... voted a Virgin Atlantic Supplier Hero, Onboard Hospitality Trend Setter of the Year Award and TravelPlus Sustainability Award Winner.

The more recent awards were for Virgin Atlantic and Galileo Watermark's most sustainable Amenity Kits in the skies! With Virgin Atlantic continuing their relationship with MNH to take any products left onboard into the circular economy.

Katerina Orfanidi, Product Manager Customer Experience at Virgin Atlantic, says "We hope other airlines are inspired by our innovation and together we can invest in greener products and adopt stances on driving single use plastics off flights."

PROJECT IN BRIEF:

Virgin Atlantic has sustainability at the heart of what they do and are always looking to implement more sustainable initiatives. MNH has worked with them on the design and sourcing of their cabin amenities, as well as Product Recovery Programmes for over 25 years. During a new Amenity Kit development project, MNH helped to ensure the kits not only look great, but that all the materials were sustainably sourced and/or can be recycled or reused at their end of life, saving costs and cabin waste..

BACKGROUND:

MNH specialises in reducing financial and environmental wastage in the supply chain. The whole life product focus enables MNH to deliver savings on total amenity spend.

With sustainability and waste reduction in mind, MNH was part of the team developing the new onboard Amenity Kits. MNH worked with the Product Design, Procurement and Sustainability Teams to ensure the new Amenity Kits not only looked great for the customer experience but was also robust and practical for a rotatable supply chain in order to minimise the amount of waste sent to landfill with end-of-life waste diversion.

OBJECTIVE:

Virgin Atlantic wanted to create amenity kits that were good for both the customer and the environment. "Our customers have high expectations and it was important for us to address the growing concerns surrounding sustainability. Small changes really do make a huge difference, and our efforts will save 945 tonnes of plastic per year," says Daniel Kerzner, Vice President Customer Experience at Virgin Atlantic.

SOLUTION:

MNH worked with Virgin Atlantic and the teams involved to ensure they invested in the most innovative and sustainable Amenity Kits possible, with cost and cabin waste reduction a priority (without compromising on customer experience). Together this was achieved through:

- more innovative product design.
- investing in reusable rather than disposable products.
- putting pristine unused products back into service.

- smarter loading of products, in line with our customer numbers and product use
- optimisation of onboard procedures and reverse logistics to reduce consumption and maximise refurbishing rate
- total visibility and control of costs, stock levels and forecasting, producing and delivering exactly what is needed to minimise waste.

The untouched goodies from Amenity Kits are collected and repurposed to make up new pristine kits. MNH looks for the best 'end-of-life' option for the remaining cabin waste, using stringent raw material segregation and recycling, as well as creatively sourcing alternative uses for bulk materials that do not fit traditional recycling waste streams.

BENEFITS

Our clients benefit from:

- improved communication and visibility around stock levels, forecasting and budgeting reducing costs and waste.
- an end to feast and famine stock levels.
- real-time data and management information reports supplied by ROTIX® our Performance Management Platform.

And it's not just Amenity Kits... MNH provides Product Recovery Programmes for many of the world's leading airlines refurbishing and recycling headsets, sleepsuits, plastics, magazines, menus and blankets.

Products are reused, repaired or recycled to extend their useful life wherever possible; or at least recovered to make energy when not. Nothing goes to landfill.

MNH provides Performance Management and Supply Chain 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 +44 333 322 0171 or visit our website www.mnhscs.com.