



# Case Study

MNH celebrates 20 years of working with Virgin Atlantic dealing with the whole life cycle of their Amenity Kits from cradle to grave, working to reduce, reuse and recycle. But there's much more to our relationship than just waste...



## PROFILE

### Customer:

- Virgin Atlantic Airways

### Region:

- UK, Middle East, Asia and America

### Challenges:

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

### Solution:

- MNH worked with Virgin Atlantic to ensure the new Amenity Kits were 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.



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

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.”

Andrew Smith - Senior Manager,  
Product Supply Chain

## PROJECT IN BRIEF:

Virgin Atlantic were looking to relaunch their Amenity Kits to provide a superior product for the customer, whilst keeping costs and cabin waste to a minimum. MNH helped to ensure that all the materials were sustainably sourced and/or can be recycled or reused at their end of life.

## CUSTOMER PROFILE

Located near Gatwick, UK Virgin Atlantic fly to destinations in North America, the Caribbean, Africa, the Middle East and Asia.

Virgin Atlantic aircraft consist of three cabins: Economy, Premium Economy and Upper Class.

## CHALLENGE

Since 2008, high value recyclables in Virgin Atlantic's cabin waste have been collected and sent to MNH. MNH has helped Virgin Atlantic to reduce the total amount of this cabin waste by almost 50%.

With waste reduction in mind, MNH were briefed to work with the team at Virgin Atlantic to develop new Amenity Kits that were robust enough for a rotatable supply chain in order to minimise the amount of waste sent to landfill with end of life waste diversion.

## SOLUTION

MNH worked with Virgin Atlantic to ensure the airline invested in the most innovative and sustainable Amenity Kits possible with cost and cabin waste reduction a priority without compromising on the customer experience or look of the product.

MNH has helped Virgin Atlantic to reduce the total amount of cabin waste. 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

## BENEFITS

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. Virgin Atlantic also benefited from improved communication and visibility around

stock levels, forecasting, budgeting and management information reports supplied by MNH's specially developed ERP System, ROTIX.

MNH reuses what we can. The untouched goodies from Virgin Atlantic's amenity kits are collected and repurposed to make up new pristine kits. Old surplus blankets were donated to In Kind Direct who delivered them to charities for homeless people and pet rescue shelters.

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.

MNH recycles Virgin Atlantic's Headsets, Amenity Kits, plastics, old magazines, menus and blankets. Recycling can take products to unusual destinations eg the sponges from Virgin Atlantic's Headsets find their way to surface equestrian centres, while plastics are used to make garden picnic benches.

MNH's CSR team ensures that products are produced in factories with ethical working practices; 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 has a dedicated corporate social responsibility team that focus on their core business principals, identifying best practice and supporting improvement across their network of supplier partners.

MNH provides Global Laundry, Headset and Amenity Kit 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 03333 220171 or visit  
[www.mnhscs.com](http://www.mnhscs.com).