

Press Release

8 April, 2019

Finnair introduces new business class amenities by Marimekko and L:A Bruket

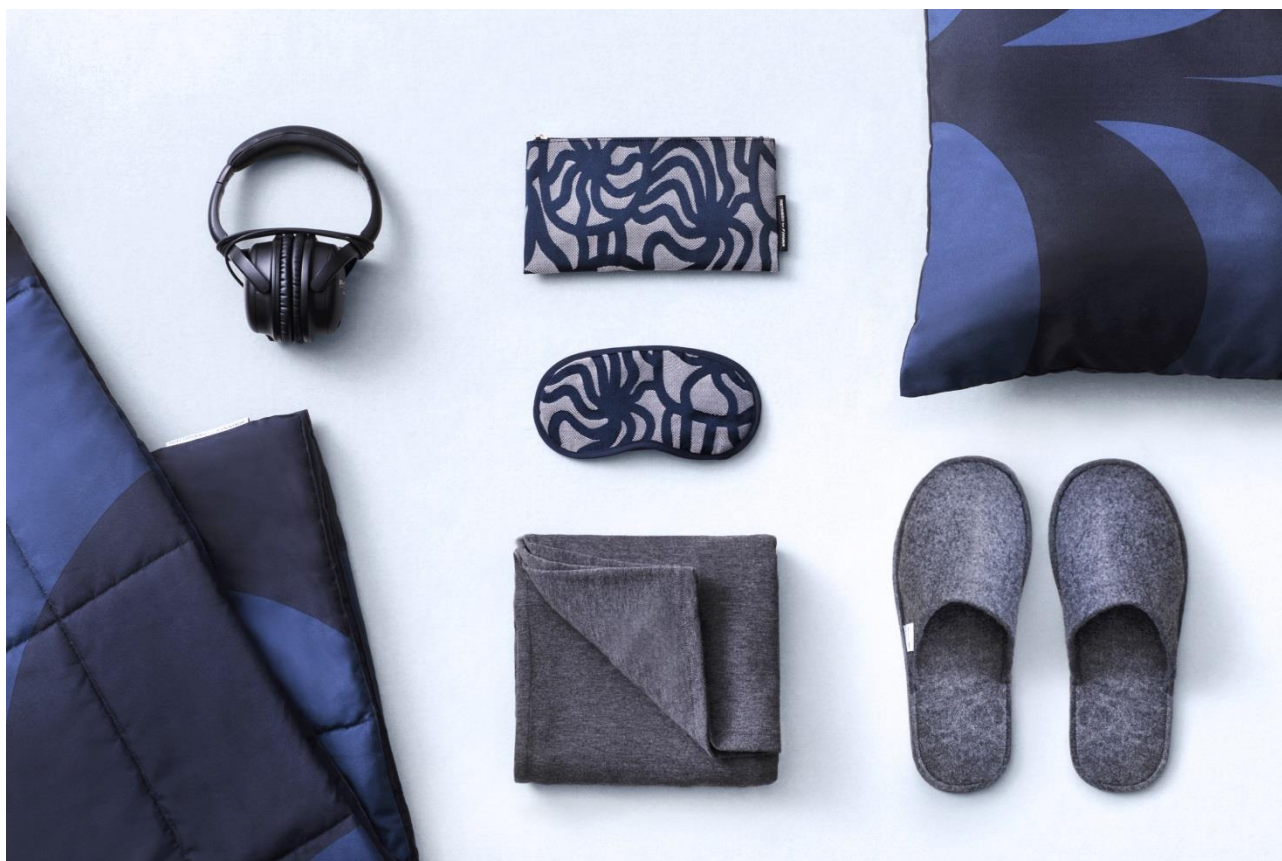


- Amenity kits and eye shades in eight Marimekko designs new to Finnair
- Improved sustainability with recycled plastic, bio plastic and on-demand concept
- L:A Bruket skin care products available in lounges, airplane cabins and amenity kits

With the launch of its new service between Helsinki and Los Angeles on March 31st, Finnair continues its longstanding partnership with Finnish design house Marimekko, and introduces a range of new amenities for business class passengers. The amenities will be rolled out for all trans-continental flights operated by the Airbus A350 and Airbus A330 aircraft, including those to and from Hong Kong. They are designed to complement the new sleep textiles in Finnair's long-haul business class, which feature Maija Isola's classic Kaivo print in a dark blue tone on tone colourway.

The amenity kits and eye shades feature four different Maija Isola designs from the 1960s - Rautasänky, Joonas, Jenkka and Pieni Melooni, with each pattern in two different colourways. A jacquard weave technique brings dark blue together with a second color in each of the eight combinations, for a premium look with a collectible feel. Finnair will introduce two new designs at a time, changing them for another two every six months.

"We wanted to introduce more patterns more often, so there is something new and fresh for our frequent flyers," says **David Kondo**, Head of Cabin Interior Development at Finnair. "The new kits have also been sized so they can live on after flight for a variety of uses."



As sleep is such an important part of the business class experience, Finnair has also upgraded the business class eye shades with soft-touch fabric and higher-quality straps. The ear plugs in the kit are more effective too.

Each new amenity kit comes wrapped in a cardboard band – instead of plastic – with a QR code that customers can scan with a personal mobile device to read more about Isola's inspiration for the patterns. The information is provided in a range of languages and can be accessed inflight via the Nordic Sky Wi-Fi portal.

Improved sustainability with recycled plastic, bio plastic and on-demand concept

Sustainability in all its forms is key for Finnair, and environmental considerations have played a big part in the product design of the new amenity kits as well.

The toothbrush is made from bio-plastic containing cornstarch, and plastic wrappings for the earplugs have been replaced with wax paper. In addition, the new business class slippers are a Nordic-style design made entirely from recycled PET plastic bottles. As with the amenity kit, each new pair of slippers comes wrapped in a cardboard band instead of the previous plastic packaging.

With these changes, Finnair will be able to reduce plastic waste by almost 4500 kg per year.

Finnair also provides an on-demand concept for some of the less commonly used amenity items, including razors, socks and combs. Memory-foam pillows are available on demand too, along with shawls made of a modacrylic-wool-blend with a soft and warm feel.



L:A Bruket skin care products in lounges, airplane cabins and amenity kits



The new amenity kits will have products from L:A Bruket – the natural and organic skincare brand from Sweden.

Each amenity kit includes aluminum tubes of almond-coconut lip cream and a chamomile-lavender facial hydrator from L:A Bruket. Finnair will also offer L:A Bruket hand soap and hand cream in its on-board business class lavatories, as well as L:A Bruket products in its airport lounge bathrooms and shower suites. Scents of cucumber-mint, lemongrass and grapefruit leaf have been chosen to help customers feel refreshed and invigorated.

"Finnair and L:A Bruket are both Nordic brands that value sustainability," adds Kondo. "We view this partnership as a great initiative to increase the appeal of our amenity kit. We're also trying to connect the lounge and in-flight experience more and more for our customers, and offering organic and natural L:A Bruket products both on the ground and in the air is a great step in that direction."

Download hi-resolution images at: <https://bit.ly/2CCOYLc>

For more information :

www.finnair.com, www.company.finnair.com

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Images: gallery.finnair.com

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About Finnair

Finnair flies between Asia, Europe and North America with an emphasis on fast connections via Helsinki, carrying more than twelve million passengers annually. Finnair's extensive network connects 19 cities in Asia and 8 cities in North America with over 100 destinations in Europe. The airline, a pioneer in sustainable flying, was the first European airline to fly the next-generation, eco-smart Airbus A350 XWB aircraft and it is the first airline listed in the Leadership Index of the worldwide Carbon Disclosure Project. The only Nordic carrier with a 4-star Skytrax ranking, Finnair has also won the World Airline Award for Best Airline Northern Europe for the past nine years running. Finnair is a member of **oneworld**, the alliance of the world's leading airlines committed to providing the highest level of service and convenience to frequent international travellers.

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