

Hanse Distribution adds to WHSmith listings with Doppler and Pokito

Following on from the news that Hanse Distribution has extended its non-inflight retail footprint in Europe by agreeing a contract with WHSmith, the company can now confirm that in addition to the Doppler umbrellas, WHSmith will now be listing Doppler water bottles in four colours and 3in1 coffee cups from Pokito (two colours).



Hanse is keen to emphasise that both the Doppler and Pokito brands have a strong eco-friendly ethos and are making a huge difference in eliminating single-use plastic from the planet.

For its part, Hanse Distribution has recently signed up **the TR Plastic Pledge**, launched by *TRBusiness* in DFI this month.

[Sign up to the Plastic Pledge here.]

The supply partnership with the leading news and convenience retail brand WHSmith spans 30-35 of its stores across Spain, Germany, Italy, France, UK and the Netherlands. The new products will be on shelves by the end of this month (August).

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Dopper water bottle in Pink Paradise.

It predominantly covers airside and landside areas at international airports including Adolfo Suárez Madrid-Barajas Airport (*pictured right*), Düsseldorf, Rome Leonardo da Vinci, Amsterdam Schiphol and Paris Charles de Gaulle, in addition to some rail points of sale in the WHSmith network.

“We will have four Dopper originals in the Paradise Collection comprising; Pink Paradise; Hakuna Mintata; Sea Green and Sunshine Splash, made in the Netherlands and BPA/phthalate free, all have a 450ml capacity,” says Mariangela Pichierri, Hanse Distribution as International Sales Manager.

PREVENT VILLAINOUS PLASTICS FROM PIRATING YOUR PIECE OF PARADISE

“And the best part is; with a Dopper bottle you will prevent villainous plastics from pirating your piece of paradise,” adds the Dopper brand. “You can drink out of it like a bottle or use the cup a water glass.

“Every year eight million tons of plastic end up in our oceans. Here it does not sleep with the fishes but gets onto their menu and eventually ends up on your plate. Dopper wants to turn the tide on plastic pollution with one reusable water bottle that makes all polluting single-use water bottles a thing of the past.”

The 3in1 coffee cups- meaning there are three sizes available in one cup - made in the UK will be offered in the blueberry and blackberry colours.

REFILL; NOT LANDFILL. MAKE A DIFFERENCE

The pocket-sized cups are also leak-proof, built to last; recyclable; BPA-free and easy to clean. Refill, not landfill, is the message from Pokito which claims that its company saves millions of trees, billions of paper cups and mountains of garbage.



Pokito cup in blueberry.

As reported last year, former Braun executive Mariangela Pichierri joined Hanse Distribution as International Sales Manager to build its non-inflight travel retail business, quickly helping to secure new business with Frankfurt Airport.

Hanse confirms it is in discussion with other retailers regarding the listing of certain products and it harbours a broader ambition to extend internationally beyond Europe.

The company says the partnership with WHSmith enables the creation of additional brand awareness, notably for best-selling skus and new ones with a focus on sustainability.

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Commenting on the agreement, Pichierri said: "It's a good start and very important for us. WHSmith is expanding amazingly, opening more and more stores and passengers find everything there. It took a bit of time - you have to find the proper brands that will work."

On Doppler specifically, she added: "There are very few retailers working with umbrellas; there is not a big focus on them and they are found more in bag and trolley stores. No one really travels with them, so this is perfect - it fits into every bag such as a clutch and is wind resistant."

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