



Safe Travels with Eurowings and Sagrotan

Eurowings chooses hygiene products from disinfection expert Sagrotan

Heidelberg, August 4, 2021 – The health and safety of passengers has always been the top priority at Eurowings. That's why the airline has developed a comprehensive hygiene concept that enlists the help of Sagrotan, the No. 1 expert in disinfection¹. Both partners aim to enhance consumer confidence and reinvigorate the joy of travelling. To that end, Eurowings passengers will now be able to protect themselves with leading disinfection products from Sagrotan, both in the air and at the Cologne and Düsseldorf airports.

The Covid-19 pandemic caused great uncertainty for people across the globe. Recent data from the "Reckitt Global COVID Tracker"² shows that 73% of respondents are concerned about visiting crowded spaces and only one quarter of Germans feel comfortable with the idea of travelling by airplane. At the same time, consumer awareness of the importance of hygiene measures has increased: Two-thirds of German respondents say they now wash their hands more frequently and 58% use disinfection products more often.

To meet travellers' hygiene needs and expectations, Eurowings has announced a partnership with Reckitt's well-known Sagrotan brand. This collaboration is part of the airline's commitment to the safety of its passengers and employees. Good hygiene measures protect against infection and ensure that all passengers and crew members reach their destination in good health. Approximately half of the German travellers surveyed say that thanks to the partnership with Sagrotan, they would now consider flying again with Eurowings. The partnership also doubled the number of passengers who now feel comfortable travelling by air.

Hygiene experts on board – stay fresh and clean on your travels

Beginning in August, all Eurowings passengers will receive a disinfectant wipe from Sagrotan to ensure a hygienic start to their journey. Sagrotan wipes remove 99.9% of bacteria, fungi and viruses on surfaces, effectively fighting against Covid-19 viruses.³

The Eurowings check-in areas at the Cologne and Düsseldorf airports will also be equipped with new hand sanitiser dispensers from Sagrotan. Passengers can also purchase the popular Sagrotan disinfectant hand gel with chamomile & lotus fragrance via the Eurowings in-flight magazine. This disinfectant comes in a practical travel size (50ml) that will keep passengers safe after their flight as well.

"Our aim is to offer a carefree experience when travelling with Eurowings. And this also means doing everything we can to offer hygiene protection measures along the journey in times of the corona

pandemic. So as part of our WeCare promise, we have partnered with the number 1 disinfection brand in Germany and will offer Sagrotan products both at check-in and onboard," says Lorenza Maggio, Vice President Product, Customer Experience & Marketing at Eurowings.

"Sagrotan has been a trusted expert for hygienic cleanliness for over 100 years. Millions of Germans have relied on our products for decades, and thanks to their suitability for use on the go, they are important companions when travelling. We are pleased to contribute to a safe return to air travel through our partnership with Eurowings," says Xenia Barth, Regional Director DACH Nordics of Reckitt's Hygiene Business Unit.

Eurowings' comprehensive hygiene measures

In addition to providing Sagrotan products on board and at airports, the airline has developed a comprehensive set of measures to protect passengers on each step of their journey. Beyond just complying with all government regulations for safe travel, Eurowings keeps middle seats clear to ensure safe distances, regularly disinfects all surfaces on board its aircraft, and provides passengers with travel advice, flexible rebooking options, and travel insurance with Coronavirus protection.

Up-to-date information from Eurowings on "Travel and Covid-19" with a complete overview of the measures can be found here: [Corona information hub for travel \(eurowings.com\)](https://www.eurowings.com/coronavirus)

A reliable partner during the pandemic

In the context of the Covid 19 pandemic, people have concrete expectations, not only of policymakers but also of businesses: Customers and employees want the safety of their community and of each individual to be protected in the best possible way, and for the risk of infection to be minimised.

With a strong heritage in hygiene and disinfection, backed by over 100 years of scientific expertise, Sagrotan and Reckitt have worked closely with many organizations to consult on hygiene protocols. The newly created business unit Reckitt Global Business Solutions (GBS) supports companies in breaking the chain of infection by partnering with leading and efficacious products and protocols supported by a global network of hygiene experts and institutions. In addition to Eurowings in Germany, the car rental company Avis Budget Group, British Airways and the Hilton hotels are among the companies worldwide that rely on Reckitt's branded products and hygiene concepts.

As part of its mission to help break the chain of infection, Sagrotan leverages the scientific expertise of the Reckitt Global Hygiene Institute. This research and innovation center combines expertise from the fields of epidemiology, public health, and behavioral science research, enabling evidence-based recommendations for improving global health and hygiene issues.

¹ Nr. 1 based on sales market share for surface disinfection according to Nielsen since 2006.

² Survey conducted by Zappi, Deutschland on behalf of Reckitt, n=300, July 2021.

³ Following extensive laboratory testing by an independent specialist laboratory, efficacy (>99.9% inactivation) against the novel coronavirus (2019-nCoV) SARS-CoV-2 was demonstrated for the Sagrotan products "Sagrotan 2in1 Disinfectant Wipes Lemon Blossom Scent", "Sagrotan Disinfectant Hand Gel Chamomile & Lotus" and "Sagrotan Disinfectant Hand Gel Aloe Vera" when used according to the instructions.

Press contact:

Claudia Bach, Reckitt
presse.de@rb.com

About Eurowings:

Eurowings is the holiday airline of the Lufthansa Group and thus part of the largest aviation group worldwide. Eurowings is the market leader at the airports of Düsseldorf, Hamburg, Stuttgart and Cologne/Bonn and currently has a fleet of about 100 aircraft. Eurowings focuses on low-cost products and services and offers non-stop flights within Europe. In its summer flight schedule, the airline currently flies to more than 100 destinations. With its extensive route network and soon 10 international bases - including Europe's number one holiday island, Palma de Mallorca - Eurowings is one of the leading holiday airlines in Europe. Eurowings currently employs around 3,500 people across Europe.

About Reckitt:

Reckitt* exists to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. We believe that access to the highest-quality hygiene, wellness and nourishment is a right, not a privilege.

Reckitt is the company behind some of the world's most recognisable and trusted consumer brands in hygiene, health and nutrition, including Air Wick, Calgon, Cillit Bang, Clearasil, Dettol, Durex, Enfamil, Finish, Gaviscon, Harpic, Lysol, Mortein, Mucinex, Nurofen, Nutramigen, Strepsils, Vanish, Veet, Woolite and more.

Every day, more than 20 million Reckitt products are purchased globally. We always put consumers and people first, seek out new opportunities, strive for excellence in all that we do and build shared success with all our partners. We aim to do the right thing, always. We are a diverse global team of more than 43,000 colleagues.

We draw on our collective energy to meet our ambitions of purpose-led brands, a healthier planet, and a fairer society. Find out more, or get in touch with us at www.reckitt.com

* Reckitt is the trading name of the Reckitt Benckiser group of companies.