

Protecting Travelers From Hidden Carbon Monoxide Risk – *A Travel Safety Initiative for Airport Retail*

Mission

Our mission is guided by our 3 core pillars:

- Education & Awareness for Travelers
- Advancement of Innovative Technology
- Engagement with Policymakers & Regulators

Vision

Eliminate accidental carbon monoxide poisonings for all, especially when traveling, by increasing awareness and product availability for travelers everywhere.

The Hidden Travel Risk

CO poisoning is silent, odorless, and deadly — yet under-recognized by travelers. Common scenarios include:

- Hotels with poor HVAC maintenance
- Short-term rentals with gas appliances
- Boats, marinas, vacation excursions
- Generators or portable heaters in outages/cold destinations

Travelers assume destinations are safe — they often aren't. Awareness is low, but receptivity to education and tech travel solutions is high.

Program Overview: Education + Retail Merchant Opportunity!

A new airport retail category — Travel Safety Tech — combining passenger education with high-margin, low-complexity products.

Why Airport Retail is Perfectly Positioned

- Captures travelers at the "decision moment" (pre-departure mindset)
- Trusted environment for impulse buys
- Aligns with travel prep, wellness, and safety adjacencies
- Creates differentiation, ESG/brand leadership, and new revenue source

Core Product & Supply Chain

- Portable CO monitor (supplied by trusted partner: Kidde)
- Compact, reliable, travel-friendly design
- Deep discount margins, standard replenishment
- No hazmat/refrigeration/regulatory burden
- Complementary items: Travel safety cards, checklists

Why Passengers Will Buy

- Impulse at checkout
- Family safety concerns in unknown environments.
- Peace of mind for small cost (like travel insurance, TSA locks, Air Tags)
- Rising awareness from media & legislation

Partnership Tiers (Flexible & Light-Touch)

Bronze (Education Retailer)

Awareness signage, digital content, travel safety cards

Silver (Safety Access Retailer)

+ Product placement, staff talking points, seasonal campaigns

Gold (Travel Safety Leader)

+Full activation, PR/certification, co-branded campaigns

Pilot Program (Simple Rollout)

- JWHLF provides: Global product, POS materials, signage, PR templates, social toolkit, airport briefing support.
- Retailer provides: Shelf/display space, staff training, optional campaign participation.

3-5

test locations

90-120

day trial period

Market Under Timing & Momentum

- Increasing legislative momentum (e.g., hotel/short-term rental mandates)
- Growing travel wellness & safety awareness
- 2025 media highlights (WSJ, CBS, TravelWeekly, etc.) underscore urgency

PR & Brand Story Opportunity

Demonstrate leadership among airport retail competitors across key trust metrics (safety, consumer best interest) by partnering with a leading nonprofit organization to prevent carbon monoxide poisonings and deaths among travelers.

Program Success Metrics

Passenger engagement, concierge adoption, kit attach rate, PR/brand impact.

Join the founding **Travel Safety Airport Retail Pilot Group**.
Schedule a discovery call today — launch window: next 90 days.
Together, we make travel safer.

