

BAGTAG takes flight with China's largest airline

Announcing the introduction of BAGTAG by China Southern Airlines



Amsterdam, Aug 6, 2019 (Issuewire.com) - BAGTAG is the digital alternative to the traditional paper luggage label, enabling passengers to skip the queue and experience a seamless check-in at the airport. Today the company announces its entrance into the Chinese market with its collaboration with China Southern Airlines.

China Southern Airline's passengers departing on domestic flights from Guangzhou's Baiyun

International Airport will be able to check-in using BAGTAG starting mid-August. This service will be extended to other domestic and international airports within China including the new Beijing Daxing International Airport which is scheduled to come online in September 2019.

“China is soon to be the largest aviation market in the world, therefore it makes perfect sense that we partner with China Southern Airlines, the largest Chinese airline, to introduce the Electronic Bag Tag concept”, said Jasper Quak, Managing Director of BAGTAG. “China Southern Airlines’ has a great track record in digital innovation, and combined with our experience working with major carriers, makes us very confident this rollout will be the beginning of a great partnership.”

“We are very proud to be the first airline in China to introduce electronic bag tags. Our top priority is always offering the best service to our passengers and we believe electronic bag tags are a big step forward. With this paperless solution, passengers can save significant time at the airport. We firmly believe our partnership with BAGTAG will allow us to make this a success in China and internationally. The BAGTAG platform offers us a turnkey solution for electronic baggage tags that is very easy to integrate and works worldwide” said Ms Twinkle Li, Senior Director Product and Service for China Southern Airlines.

BAGTAG attaches to any type of suitcase or travel bag, its e-paper display replaces thermal paper stripes, making this an eco-friendly solution to keeping luggage secure and easily trackable. Check-in is done on the airline’s mobile app and bags dropped off at airport bag drop kiosks.

The BAGTAG is extremely robust; designed with the modern traveller in mind and built to withstand the impact of today’s travel. Due to the enhanced readability of the e-paper display and RFID technology, airport baggage handling systems are much more likely to properly scan the bag, reducing the risk of bags getting lost.

About BAGTAG:

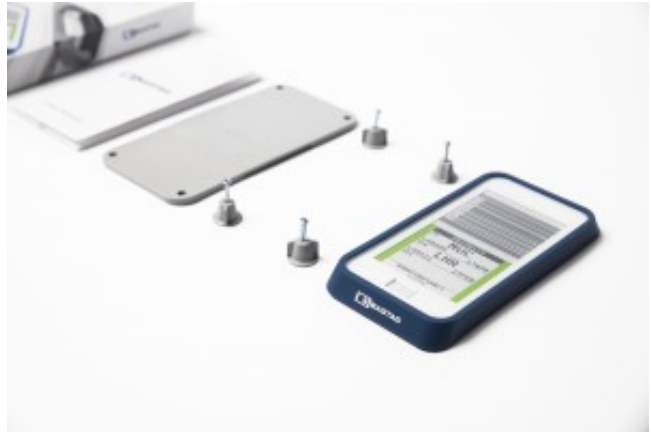
Travelling is becoming increasingly easy, with innovations such as electronic ticketing, online booking and mobile boarding passes. Baggage, however, is still mainly handled manually and labelled using wasteful thermal paper tags. At BAGTAG, we believe it is time for a change. BAGTAG has perfected the electronic baggage label for the travel industry. Today, BAGTAG leads the aviation industry in innovation with its revolutionary device.

Company Profile:

BAGTAG was founded in 2014, in the Netherlands with the purpose of introducing the world’s first flexible and secure electronic bag tag solution. Having developed in close cooperation with the world’s leading airlines, the company launched its solution in 2018 with the Lufthansa Group and is now leading the market for electronics bag tags.

BAGTAG’s unique solution not only comprises its electronic bag tag device, but also an end-to-end secure platform. This unique combination effectively makes the product a plug-and-play solution for airlines.

BAGTAG is available for sale [HERE](#).



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