



Advancing Safer Battery Travel

OCTOBER 2025

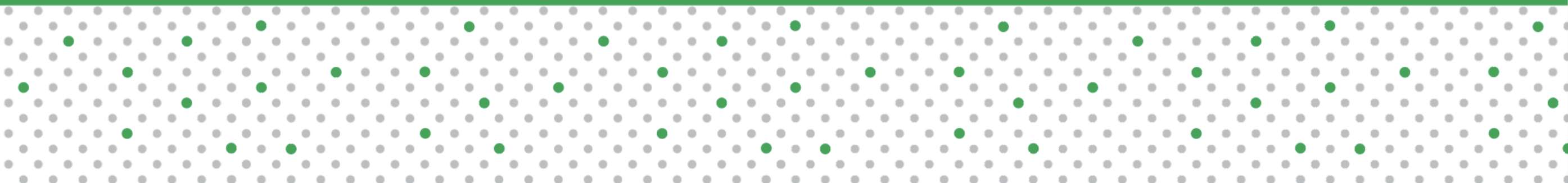
Table of Contents

01	About the Campaign
02	How to Use the Toolkit
03	Key Messages
04	Campaign Icons
05	Social Media Assets & Graphics
06	Key Points of Contact
07	Resources
08	Acknowledgements



01

About the Campaign



The Campaign

UL Standards & Engagement, a nonprofit safety advocacy organization, developed a new campaign aimed at raising awareness of fire risks from rechargeable devices in aviation. Grounded in traveler research, it engages leisure, business, and family passengers through relatable travel themes.

To connect with audiences, this campaign features lighthearted characters that personify familiar passenger behaviors. Humor draws attention and builds connection before the message shifts to a critical safety reminder: improperly stored rechargeable devices can spark fires in overhead bins or checked bags.

By blending humor with urgency, the campaign delivers a clear, memorable takeaway — **always keep rechargeable devices within arm's reach and out of checked luggage.**

The Characters

Campaign collateral should be used only within approved materials, never in isolation, altered, or without permission from UL Standards & Engagement.

Reekodactyl
Armrest Hog & Stinky Food Eater



The Cloudettes
Window Hogs



Mumblesaur
Loud Close Talker



Peepums
Nosey Neighbor

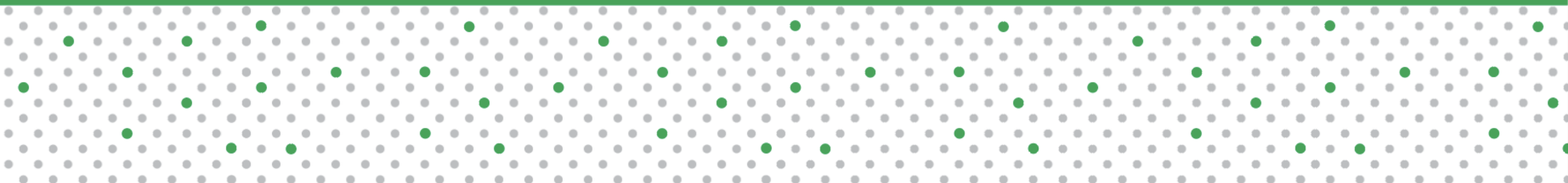


Wyllson
Seat Kicker



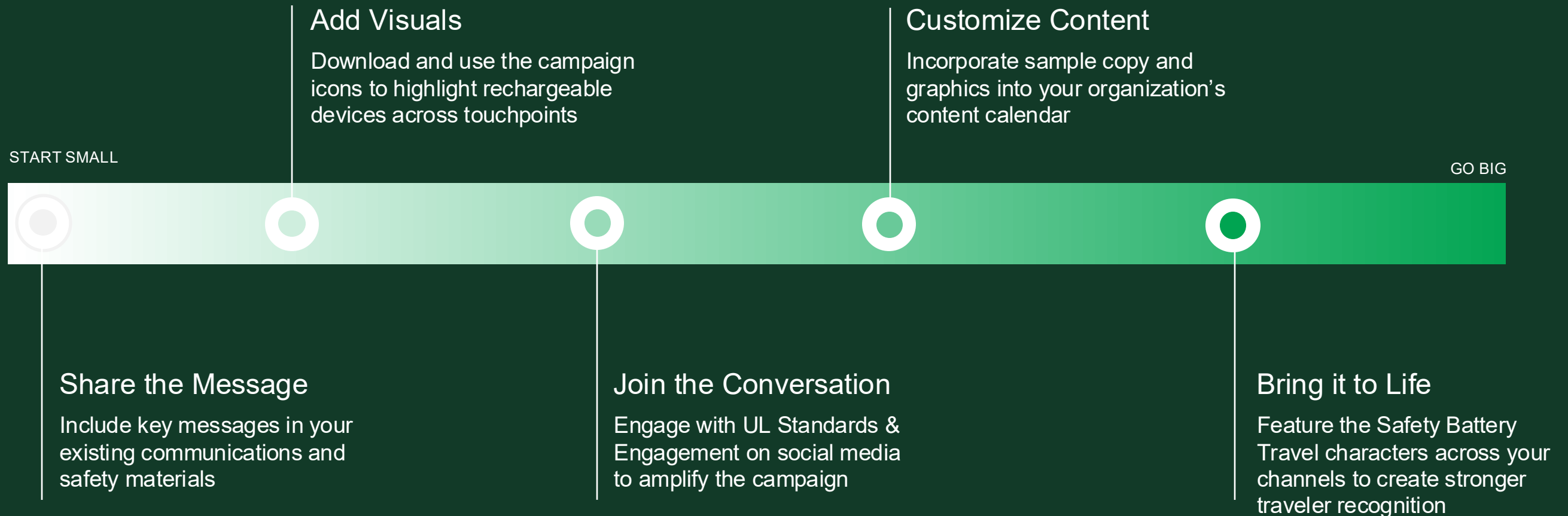
02

How to Use the Toolkit



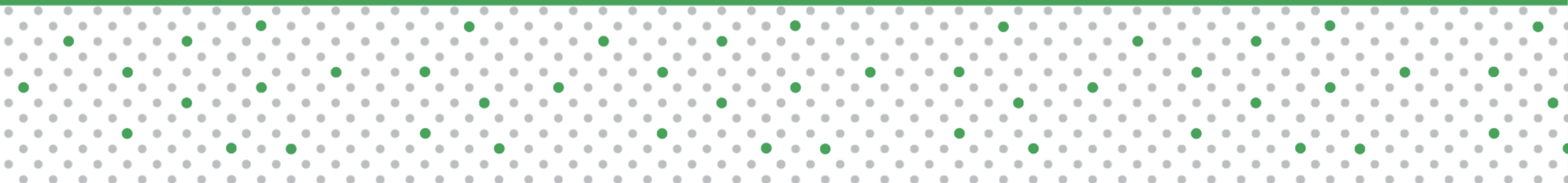
Get Involved

This toolkit is designed for partners to help share a unified message about aviation safety.
Start small or go big — each action helps reinforce consistent battery safety messaging for travelers.



03

Key Messages



Key Messages

Primary Message and Call to Action

Keep rechargeable devices within arm's reach — never in checked luggage — to help stop in-flight smoke and fires.

Secondary Messages

Know the Risk

Rechargeable batteries in everyday devices can overheat or catch fire when damaged or poorly made.

Recognize the Risk

Watch for warning signs — overheating, swelling, bulging, or smoking.

Report the Risk

If a device shows these signs, alert a crew member immediately to help prevent a fire.

04

Campaign Icons



Campaign Icons

Focus group findings show that **travelers want clear, consistent visuals that capture examples of rechargeable devices.**

This icon suite provides an easy way to engage with the toolkit and strengthen existing touchpoints across the travel experience — from booking and packing guides to gate announcements and in-flight materials.

These icons are flexible supporting tools designed to enhance your social media posts, website, customer communications.

Please do not alter the icons or use them as organizational logos.

Download Icons 



Full Color Icon



White Icon



Black Icon



Power Bank



Smart Watch



Vape



Laptop



Smartphone



Headphones



Tablet



Airplane

05

Social Media



Social Media

ULSE has developed campaign visuals for you to use across social media channels. The following images, videos, and sample copy show how to bring the campaign to life across social channels.

The **easiest way to get involved** is to engage directly with UL Standards & Engagement's posts on **LinkedIn** and **X (Twitter)** — like, share, and comment to help amplify the message.

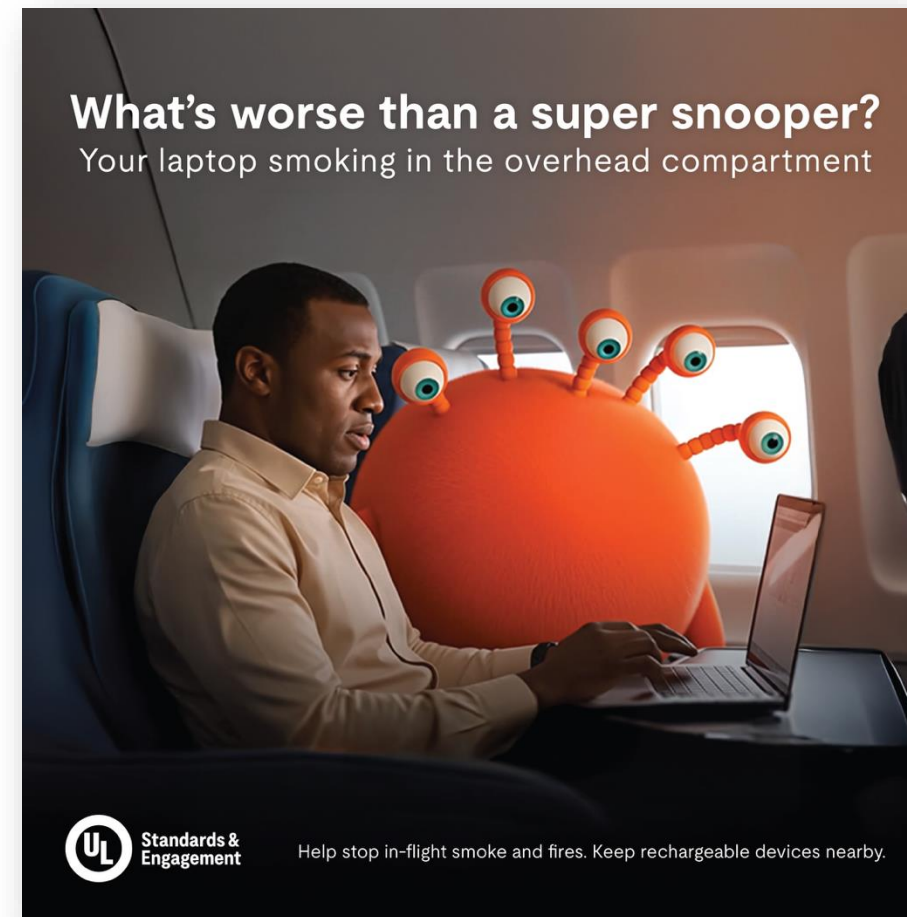
If posting from your own organization's channels, be sure to **tag UL Standards & Engagement** so we can engage and reshare your content.

LinkedIn: [@UL Standards & Engagement](#)

X (Twitter): [@UL_Standards](#)

Partners are also encouraged to **incorporate icons, the sample copy and graphics** into existing content calendars or campaigns to maintain consistent, unified messaging around rechargeable battery safety in aviation.

Download Toolkit 



**Help stop in-flight smoke and fires.
Keep rechargeable devices nearby.**



SaferBatteryTravel.org



Social Posts - General

ULSE has developed **general** imagery options (*graphic & video*) for you to use across social media channels.

Post Copy (General):

Flying can test anyone's patience — but there's one kind of passenger nobody wants to be: the one who causes delays or danger.

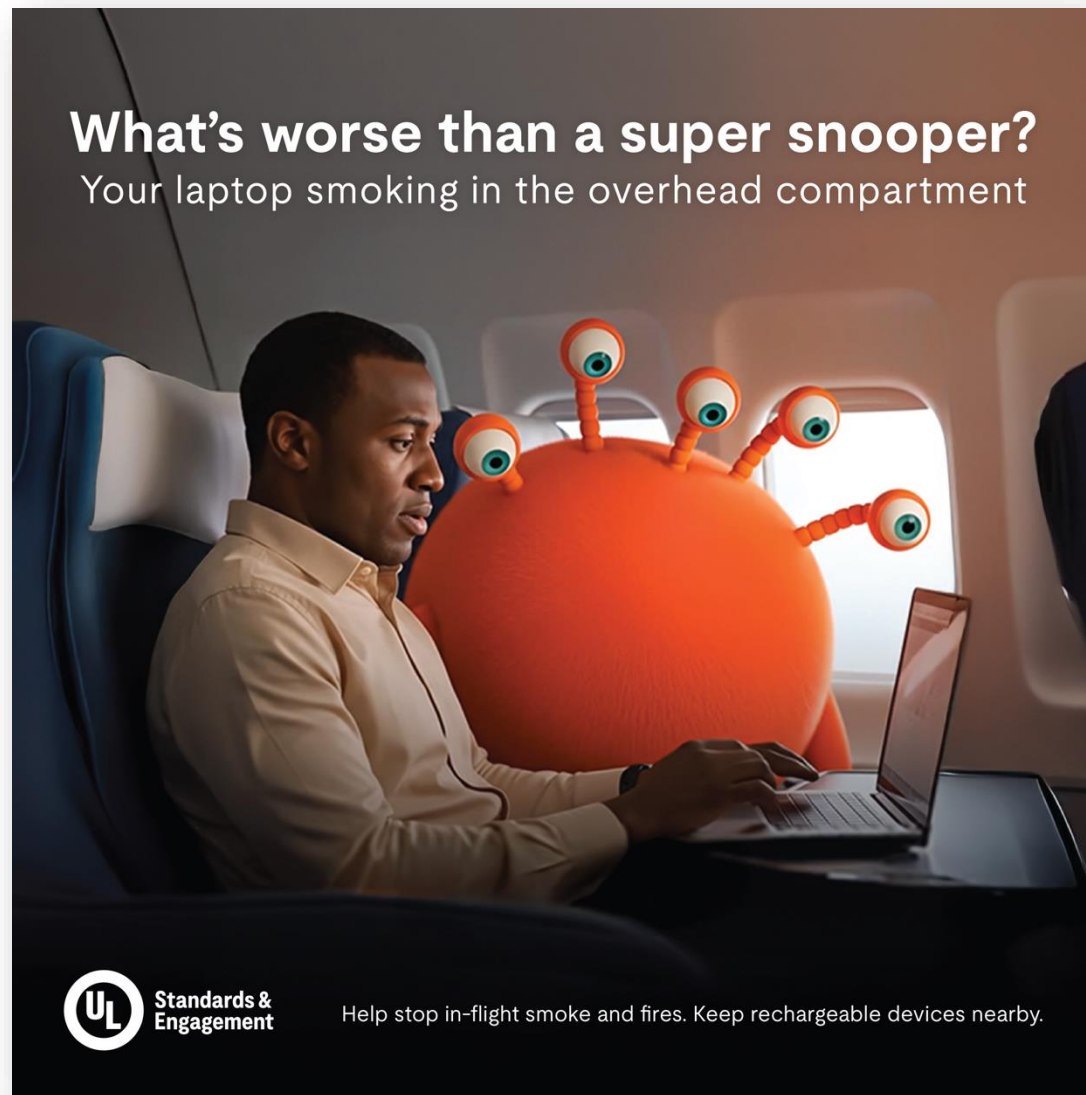
We're proud to share this passenger education campaign from [@UL Standards & Engagement](#), reminding travelers to keep rechargeable devices within arm's reach when flying — and never in checked bags.

Visit SaferBatteryTravel.org to learn more.

#SaferBatteryTravel

[Download Social Media Toolkit](#)





Social Posts - Characters

ULSE has developed character imagery options (*graphic & video*) for you to use across social media channels.

Post Copy (Characters):

We've all met them—the seat kickers, the armrest hogs, the screen peepers, the smelly food eaters. But there's one kind of passenger nobody wants to be—the one who causes delays or danger.

We're proud to share this passenger education campaign from [@UL Standards & Engagement](#), reminding travelers to keep rechargeable devices within arm's reach when flying—and never in checked bags.

Visit SaferBatteryTravel.org for more.

#SaferBatteryTravel



[Download Social Media Toolkit](#)



06

Key Points of Contact



Key Points of Contact

General campaign questions or inquiries

Sarah Shields, Director of Communications & Outreach, UL Standards & Engagement

sarah.shields@ul.org

Questions about asset usage

Hannah Belt, Senior Digital Media Specialist, UL Standards & Engagement

hannah.belt@ul.org

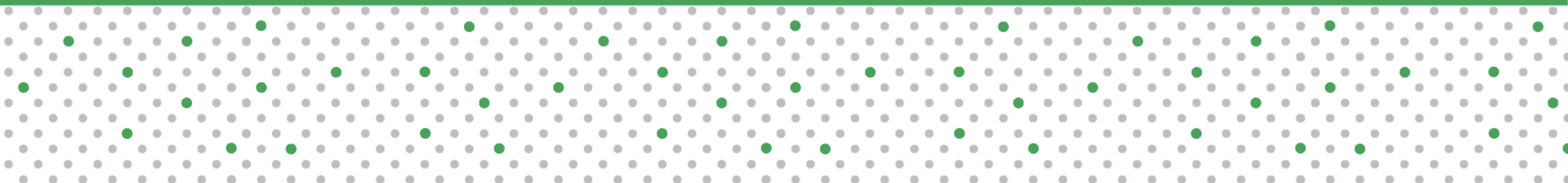
Media and press inquiries

Catie Talenti, Manager of Media Relations, UL Standards & Engagement

catie.talenti@ul.org

07

Resources



Download All Assets

Icons

Full Color Icons	
Black Icons	
White Icons	

Visual Social Assets

General Graphic	
Character Graphic	
General Video	
Character Video	

Social Copy

Cross-Channel Social Media Copy	
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Official Landing Page: [SaferBatteryTravel.org](#)

Resources & Links

Partners

Federal Aviation Administration Pack Safe Campaign: [faa.gov/hazmat/packsafe](https://www.faa.gov/hazmat/packsafe)

U.S. DOT Pipeline Hazardous Materials Safety Administration’s Check the Box Campaign: [transportation.gov/check-the-box](https://www.transportation.gov/check-the-box)

Official Landing Page

SaferBatteryTravel.org

Key Focus Group Findings

Lithium-ion battery incidents in aviation are on the rise. To understand what passengers know about the risk and what actions they would be willing to take to reduce it, UL Standards & Engagement conducted focus groups in six major U.S. aviation hubs (Atlanta, Dallas, Chicago, New York City, Orlando, Los Angeles) with leisure, business, and family travelers in May 2025.

Overall Takeaways

- **Explain the risk.** Passengers had some familiarity with messages about dropping their phones in the airline seat but had no connection to why they should call cabin crew, contributing to confusion and reducing the likelihood they will take action.
- **Simplify the language and visuals.** “Lithium-ion batteries” are not well understood and can make passengers think it does not apply to them; “rechargeable devices” offers clarity. Icons that identify and exemplify specific devices are helpful.
- **Make the ask simple.** Overly technical requirements will undermine their ability to take action, but participants were open to taking the simple step of keeping rechargeable devices nearby.
- **Repeat the message across the journey.** From booking confirmation emails to on-board announcements, there are multiple touchpoints to reinforce safer behavior.

Acknowledgements

This campaign was developed with invaluable input from our advisory group, comprising representatives from across the aviation industry. We extend our gratitude for their expertise and collaboration.





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