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From the Editor



Editor in Chief
Debra Bradbury-Ward

With Hamburg one of the biggest industry events of the year, the lead up to April is a busy few weeks, with multiple late nights for suppliers preparing to wow existing and potential clients. The attention to detail is astounding and commitment to promoting concepts, brand partnerships and innovations unfaltering. Every year there's a pre-show buzz where a whisper of what we can expect to see at WTCE makes its rounds of the industry. With this in mind, Amenities decided to set the record straight pre-releasing this Spring's Issue leading up to the main event to give suppliers and airlines alike a glimpse of what they have to look forward to this year! On top of this, we are excited to announce that, after 18 months of development we will be launching a newly dedicated website, amenitiesmagazine.com, providing the latest trends and news for onboard amenities complementing our monthly newsletter and printed magazine.

Now to this year's Issue: It's unquestionable that the industry has shifted a great deal in the last few years with the rise of brands and growth in technology. However, 2019 marks a revolution in HOW the airlines are addressing the realm of onboard amenities. CSR, Sustainability and Well-Being are taking a more dominate role, influencing both passenger and airline decisions. It's no longer a question of a big beautiful brand pleasing guests onboard, but the story they tell and their commitment to our planet. Finding smart sustainable solutions is the key to success!

In this Issue, we tackle these very topics as well as introduce new brands that can be seen at this year's Expo hoping to break into the market. We talk trends with leading industry experts, as well as put Wolfgang Bucherl, Managing Director of Skysupply, in the Spotlight to get his thoughts on the current climate of the Industry. And that's only the half of it!

Editor in Chief

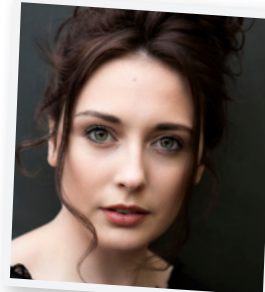
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WHAT'S NEW!

Air Caraïbes Keep Kits Cool!



Air Caraïbes company has refreshed its amenity kit for Madras class in collaboration with Bayart Innovations.

Inspired by the nautical universe, the new Air Caraïbes kits are made with the same waterproof material utilized in many diving

suits and a wide plastic zip. The design promotes the spirit of the Caribbean with a touch of modernity, in total harmony with that of the new cabins of the A330 fleet and are offered in 4 different colour variations.

The kits include traditional comfort items such as an eyemask, earplugs, disposable covers for headphones, socks, a shoe bag, a dental kit and a comb. The offer of cosmetics has been renewed with the famous brand Clarins and include a repair balm gel for the lips, a softening cream for the hands and a refreshing cream for the face.

The pouches are designed to accompany passengers everywhere: from the bathroom, to the beach or even poolside. For those who love to rock out on the go, each pouch is designed with an exit port for headphones, meaning passengers can listen to music while resting assured their device is always safe from water damage.

AMENITIES

Newsletter & Magazine



Check out our brand new amenities website dedicated to the latest news and trends of onboard amenities complementing our digital newsletter and magazine!

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We would love to see you at WTCE in Hamburg. Please email info@wessco.net to arrange a meeting.



A Tribute To Portugal's Warmth, Aromas, Ambience, And Spirit!

Up in the sky and on the ground, skysupply and TAP pay tribute to Portugal's true character introducing six new amenity kit pouches with six Portuguese city and area designs for their Business Class passengers. The Portuguese manufacturer Castelbel, especially renowned for its hand-crafted soaps, is TAP's new cooperation partner, adding the country's characteristic spirit to the amenity kits, both on the outside and inside.

The amenity kits mirror the paintings on Castelbel's "Hello Portugal" collection packaging and picture a variety of Portuguese cities and areas including: Azores, Algarve, Porto, Sintra, Lisbon, and Madeira. Castelbel is also contributing to the content with a moisturizer and one of



the company's signature products, a fragrant sachet. The sachet is made of cork, a typical raw material to be found in Portugal, soaked in six individual fragrances. After the trip, the sachet can be used as a scent

dispenser in one's closet. In addition, every pouch also includes lip balm, an eye mask, ear plugs, socks designed in the established Burlington pattern, and a toothbrush set.



Aeroflot Treats Business Class Guests With New Long-Haul Amenity Kits!

The simple yet stylish and classic design of Aeroflots' new long-haul amenity kits delights their Business Class passengers. AK-Service worked with the airline to create this new design which emphasizes their corporate image and their commitment to the highest of standards. The amenity kits contain all the necessary items for comfortable long-haul flights, including soft sleep masks and cozy slippers along with French L'Occitane cosmetics.

Aeroflots Short Haul Business Class Kits Pay Tribute To Their Flight Attendants!

Flight attendants are the face of any airline. Aeroflot Airlines highly appreciates the professionalism of its flight attendants and so pay tribute to the best of them on their updated series of Business Class amenity kits for short haul flights working with AK service to provide the best comfort and care. The new Aeroflot amenity kits include all the necessary components for a good rest during the flight, including an eye mask, cozy slippers, and L'Occitane cosmetics.



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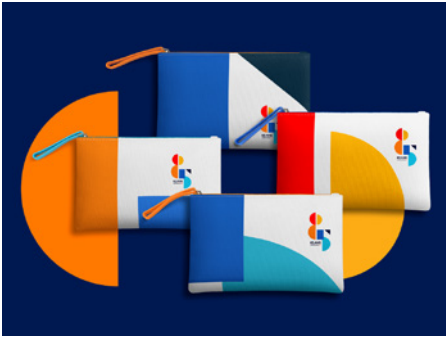
Albéa Travel Designer has been serving leading airlines since 2006
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We make the perfect made-to-measure airline kits for your travelers
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Air France Celebrates 85 Years As Leading European Airline!

In collaboration with their longstanding partner, Albea Travel Designer, Air France have unveiled their special edition kits commemorating the



Business Class Design

airline's 85 years! Available in a choice of four models for Business Class and two models for Premium Economy Class, this new comfort kit sporting a geometric design, flashy colors and an avant-garde spirit is a nod to Air France's cultural heritage. Distributed on long-haul flights, Business Class guests are treated to Clarins



Premium Economy Design

cosmetics, as well as the essentials, an Air France pen and an adjustable night mask that matches the color of the kits, available in 3 colors (orange, blue or turquoise blue). Premium Economy have a choice of either navy blue or turquoise blue and are given the essentials to stay refreshed throughout the journey.



Business Class Design

Jason Wu Woos Eva Air Passengers With Comfort And Style!

EVA Air launches a world-first partnership with renowned fashion designer Jason Wu, unveiling exclusive JW branded unisex sleeper suits and slippers for Royal Laurel/Premium Laurel Class passengers.

Global design company Buzz have created this exclusive brand partnership, bringing together Jason Wu's modern design aesthetic with the contemporary ethos of EVA Air.

Jason Wu designs are inspired by the notion of understated refinement, coupled with detailed design elements. These qualities are reflected particularly in the triple snap rolover collar and the use of ultra-soft heathered jersey, in blue and grey tones. A pop of colour adds a hint of fun, a trait often present on Jason Wu runways.

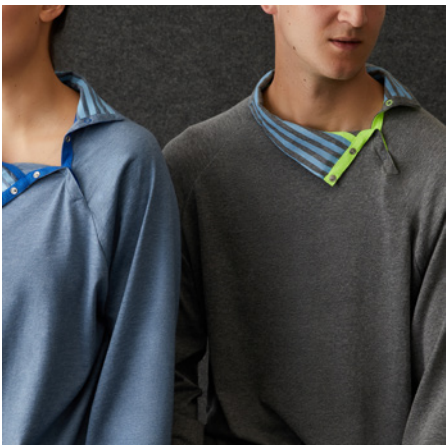
With a focus on ease, the relaxed fit features minimal seams and can



be worn from lounge to plane, providing multiple uses for the traveller, both inflight and beyond.

David Chen, Senior Vice-President at EVA Air, said: "As Taiwan's premiere airline, we are proud to partner with world-renowned luxury designer, Jason Wu. Together, we will deliver the ultimate in style and comfort for EVA Business Class passengers."

Jason Wu said: "As a jetsetter myself, one of the most important criteria for my travel is comfort. This collaboration was a great opportunity for me to marry form and function to address something that would improve the experience of the EVA passenger."



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of
amenities



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S7 Keeps Kits Simple And Stylish!

S7's new Business Class Kits stylishly reflect the airline's style whilst underlining the company's corporate image. This classic cosmetic bag, designed in collaboration with S7 and AK Service, is made of a cozy textured fabric and echoes the airline's original style featuring a classic S7 pattern. The amenity kits include everything you need for onboard comfort including soft slippers, sleep mask, earplugs and cosmetics from Natura Siberica whose nourishing products, based on wild harvested herbs and exclusive native ingredients from Siberia, help to rejuvenate and relax S7's Business Class passengers.

American Airlines Launch New Luxury Amenity Kits!

American Airlines has just launched a new luxury range of amenity kits, featuring partnerships with leading up-and-coming lifestyle and cosmetic brands. Created in collaboration with WESSCO International the kits are designed with the needs of First, Business Class and Premium Economy passengers in mind, and were launched in February 2019.

The kits were designed in collaboration with This is Ground, Athletic Propulsion Labs and STATE Bags and feature products from Allies of Skin, Zenology and Baxter of California. Within these brands, the colour variations and designs vary across the cabin classes, with This is Ground, Athletic Propulsion Labs, Allies of Skin and Zenology products featuring in the First and Business offerings, and STATE Bags and Baxter of California in their International Premium Economy cabins. There are a number of colour rotations to keep the bags fresh and exciting for passengers, regardless of how often they travel. However, all of the kits contain the essential expected items desired by customers during long haul travel.

"American is always exploring ways to innovate and make our customers' travel experience more relaxing and enjoyable, especially on long-haul flights." said



Janelle Anderson, Vice President of Global Marketing for American. **"The changes we've made to this year's amenity kits were driven by our customers' feedback about what they desire and value while traveling. Our goal is to curate an elevated and restful travel journey, and our new amenity kits are an exciting piece of the onboard and our overall brand experience. We're thrilled to partner with these brands and give our customers a fresh, modern collection of premium in flight products."**





We create memorable products.

Whatever you're looking for, we have the perfect combination.

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LSG GROUP BOOTH 1D20 (HALL 1)

 **SPIRIANT**

A Modern Day Classic Gifted To ANA's Globe-Trotters

All Nippon Airlines, with supplier FORMIA, is proud to introduce its exclusive partnership with British Luxury Brand Globe-Trotter.

Established in 1897, Globe-Trotter's brand philosophy has remained unchanged and has evolved into a luxury travel lifestyle brand producing handcrafted luggage and leather collections.

Globe-Trotter carries a strong iconic aesthetic with a luxury spirit which FORMIA has depicted and conceptualized, creating a miniature edition of the brand's iconic centenary case.

As a first-time onboard, the concept will feature on All Nippon Airlines (ANA) in all First and Business Class cabins. Translated into three exclusive designs and a series of colors rotated every 3-4 months; starting off with Ivory, which will be available on all international First and Business Class routes.



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THAT CERTAIN

'Je ne sais quoi'



Clarins, Carita, Givenchy. All beautiful brands that permeate French luxury, sophistication and antiquity. It's no surprise that through timeless design and such world renowned cosmetic brands, Albéa Travel Designer have consistently acquired great success at multiple Industry Awards, most memorably making their mark with the original Air France Givenchy Kit which took the industry by storm. Albéa Travel Designer is known for its expertise in cosmetic packaging and it is this unique positioning that is the basis of Albéa Travel Designer's trusted reputation.

by Lily-Fleur Bradbury



want to offer to passengers. A seamless experience, across devices, time, tools.'

This experience in the industry has led to other notable partnerships with Dutch airlines KLM, Thai Airways and most recently Middle East Airlines.

With WTCE just around the corner, Albéa Travel Designer have had a year rich in continued partnerships and brand new international ones which are set to be revealed at the Expo this April. Having started as a relatively small contender in the market, Albéa Travel Designer have evolved effortlessly over the years to bring their own verve and je ne sais quoi to the industry. We can't wait to see what they have in store this year!

Along with their expertise in the world of luxury, Albéa Travel Designer have remained unwaveringly committed to sustainability by supporting assisted employment centers for kitting, using eco-friendly, recycled and Global Organic Textile Standard (GOTS) materials and building a network of reliable and audited partners. This can not only be said for the production of their products but also the cosmetic brands they choose to collaborate with.



OVER THE YEARS, THIS HISTORIC PARTNERSHIP HAS ALLOWED ALBÉA TRAVEL DESIGNER TO REALLY FINE TUNE THEIR DESIGNS TO PERFECTLY REFLECT THE AIRLINES ELEGANT DNA.

The supplier has now become synonymous with leading French airline, Air France, and for the past decade has designed and produced an astounding 3 million Air France kits a year! Over the years, this historic partnership has allowed Albéa Travel Designer to really fine tune their designs to perfectly reflect the airlines elegant DNA. As Airlines Activity Director, Corinne Brand underlines, **'we understand what makes our customers unique: their heritage, background, brand values, brand D.N.A. Today, with the era of "me, me, me", it is all about the story. The story airlines want to tell and what they**



Middle-Eastern Promises...

Soon to be onboard in Spring 2019, Middle Eastern Airline's new kits are infused with various touchstones to reflect Middle Eastern culture. Collaborating with supplier Albea, the airline are proud to present their new sleek and sophisticated offering, **'We love its sleek design and simple yet stylish look, mirroring the Lebanese elegant simplicity. The color combination of the kit is chic yet timeless. The kit is adorned with simple touches of the MEA logo and the Lebanese Cedar Tree, adding a sense of loyalty and patriotism.'**

To compliment this thoughtful design, as well as reflect MEA's environmental values, Albéa Travel Designer have partnered MEA with Mediterranean cosmetic brand Skin & Co. Having introduced the brand to the amenity industry at last year's WTCE, it was only a matter of time before we would see this unique Italian botanical based



skin care product come onboard. Infused with enticing fragrances by master French perfumers and truffle extract harvested from the Brand's farms, Skin & Co aligns beautifully with MEA's core values, 'of being a green, environment-friendly airline.'

This delightful new kit is set to charm passengers on Middle Eastern Airlines whilst complimenting the airline's recent investment in keeping its fleet rejuvenated, constantly replacing older models with new generation,

more fuel-efficient aircrafts. MEA are proud to announce that they, **'are expecting to receive 18 brand new aircrafts in the upcoming couple of years, equipped with the latest technologies: from connectivity to inflight entertainment and seat comfort down to the slight detail of our rich and extensive onboard service.'** Their new amenity offering is sure to be the cherry on the cake in treating their guests to a restful and comfortable flight.

The Sentimental Touch...

In collaboration with Albéa Travel Designer, KLM's most recent amenity kit offering has that extra special sentimental touch inspired by the historical postbag of Dutch designer JANTAMINIAU's famous collection. A bag full of memories because of all the letters, cards



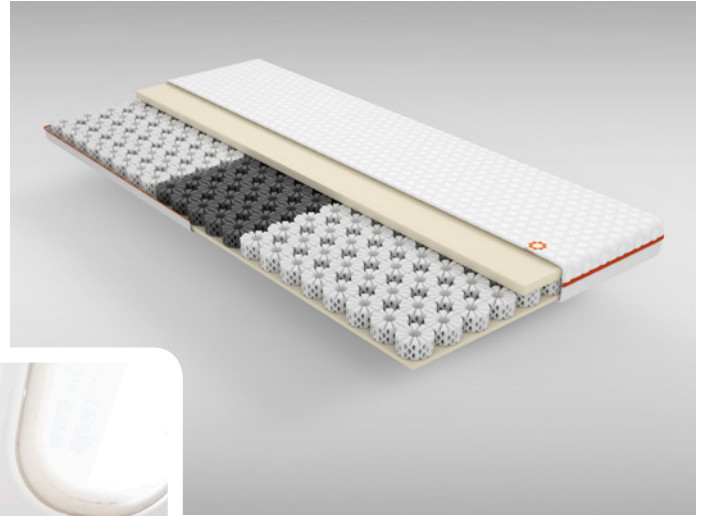
and packages that they delivered from one loved one to another across the globe, these amenity kits capture the memories and stories of each guests journey onboard KLM. These kits are the gift that just keep giving as guests are also treated to limited edition cosmetics from Dutch skincare brand Rituals. KLM and Albéa Travel Designer have been working together for more than 4 years, never failing to deliver thoughtful and classic design.



FLOATING ON AIR WITH THE OCTASMART MATTRESS!

Passenger well-being has been at the forefront of driving industry trends, with airlines ambitious to provide the upmost level of comfort and relaxation. Innovative products are coveted by the decision makers, especially if they hold the promise of ultimate guest satisfaction. Combine this with the need to fulfil CSR values, and suppliers and airlines have a challenge on their hands! Well the answer to their prayers is here, and dreams of comfort and sustainability can now become a reality, thanks to sleep expert Vanema's new Octasmart® mattress.

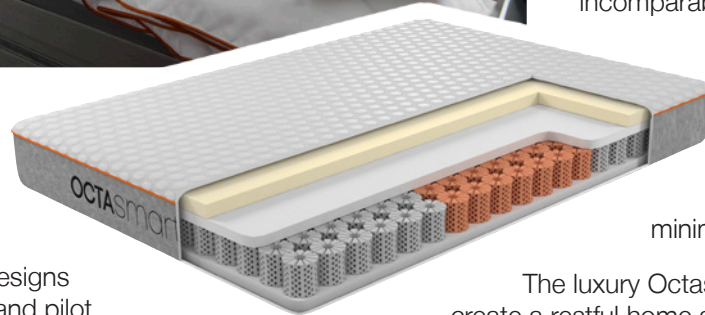
If you haven't heard of Vanema and their revolutionary Patented Octaspring® technology, then you certainly will have after this year's WTCE! The revolutionary concept for cabin seating received the Crystal Cabin Award, and was recently nominated as a winner in the Edison Awards for 'Best New Comfort Design In Aerospace', as well as being nominated as 'Best Aircraft Seating Solution' in the International Yacht and Aviation awards. If this marked success is anything to go by, then the sleep comfort of airline passengers is in safe hands.



makes it naturally 8x more breathable, creating a sleep surface that is 3C cooler so passengers can sleep faster, deeper and longer. And who doesn't want to hit that snooze button for an extra five winks?

Along with creating a product that, with use of sleep science, addresses the need for a restful flight, Octaspring® technology offers unrivalled environmental benefits over all other foam production. Being 30% lighter compared to its closest foam equivalent, the Octasmart® mattress is incomparably lighter to traditional metal spring mattresses. To top this off, Vanema have also developed an after-life recycling program that will be put in place to enhance its sustainability and minimize impact on the planet.

Having already transformed aircraft seating by delivering more comfort, ergonomic seating and weight savings, Vanema have extended their designs creating cabin crew rest beds and pilot seats. Using their extensive experience in sleep comfort, Vanema is excited to now reveal its brand new development - The Octasmart® mattress; the 'lightest mattress in the air' that will transform First Class travel, along with a range of travel accessories for Business Class offerings.



This innovative mattress intelligently matches the support required for specific body zones, delivering extraordinary comfort and support. Its open structure technology also

The luxury Octasmart® collection aims to create a restful home away from home environment for the ultimate First Class experience. Vanema has continued this ethos exploring and developing a bedding range of toppers, pillows and travel accessories for Business Class offerings. This industry game changer has already won several internationally acclaimed awards including 'Best Office Comfort Solution' by Iconic Awards, winner of the Big Innovation Awards, and 'Excellence In Business To Consumer Medical Health' by the German Innovation Awards – before its official launch at this year's Aircraft Interiors Expo 2019.

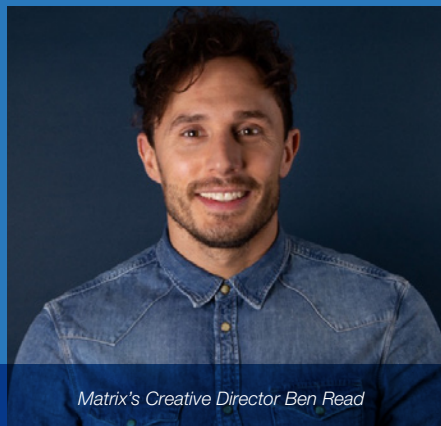
#LET'S TALK ABOUT TRENDS BABY!

Amenities caught up with three top-notch suppliers to talk trends on the run up to WTCE Hamburg: Spiriant's Design Director Addy Nyg, Matrix's Creative Director Ben Read and Petros Sakkis, Chief Marketing Officer at WESSCO International.

by Debra Bradbury-Ward



Spiriant's Design Director Addy Nyg



Matrix's Creative Director Ben Read



*Petros Sakkis, Chief Marketing Officer
at WESSCO International*

With the accessibility and fluidity of information, trends are no longer strictly limited to a particular area or region, and are global influencers across continents. This is undoubtedly thanks to the evolution of social media, and most significantly the rise of the hashtag. Now social, economic and political conversations can also follow trends on a globally public scale along with the more traditional trend driven markets such as fashion, music, tech etc. Before the hashtag era of #metoo, #blacklivesmatter, #nofilter, each global region had a defined identity when it came to the trends that dominated their popular culture. This was also the case when it came to airlines appealing to that particular area. Now however, as a result of this shift, WESSCO's Petros Sakkis highlights how the airline industry has had to move with the times, 'The industry is shifting fast to more well-thought-out, personalised amenities. Passengers are becoming more discerning and vocal about all aspects of their travel experience on social media. This gives airlines additional pressure but also insight on how to improve the travel experience.'

So, what are the expectations of passengers? And how is this influencing the type of trends that are driving the airlines' decisions regarding their onboard offerings? Our industry experts' reflections resoundingly highlighted two key topics; Sustainability and Well Being.

SUSTAINABILITY

Both are unsurprising, and mirror the big conversations the world is having in the mainstream media on a daily basis. A few years ago, brands, brands, brands would've dominated the trending feed regardless of their CSR values. Today however, brands that want to survive have to be making a difference to the bigger picture. This of course is playing a big part in the world of amenities with airlines looking for eco-conscious, sustainable amenities that can help reduce waste and the dependency on single-use plastic.

This call to action is primarily as a result of governments changing laws surrounding single-use plastic. This obviously has a knock-on effect in the manufacturing process as Matrix's Ben Read highlights, **'there's need for change on a global scale in the way we manufacture, source and buy products. Consumers and retailers are demanding increased transparency from manufacturers, and in some cases, complete transparency in the supply chain.'**

With social media influencers, #trends and environmentalists such as David Attenborough championing change, airlines are ambitious to do their bit. Spiriant's Addy Nyg points out, **'media coverage of how unsustainable products are polluting our oceans, land and air, is prevalent across traditional and social channels. As a result, passengers are more informed and are looking for airlines who can provide answers**

for these problems.' Amenity kit offerings are the most effective way of showing an airline's commitment to these demands, as Addy continues, **'the kit is often the only gift a passenger takes home with them, therefore the sustainability of a product directly reflects on the brand image.'**

Switching to sustainable kits however is easier said than done. Nevertheless, the change is of paramount importance if the industry is to move forward. Many suppliers have looked at developing recyclable and recycled contents and look at partnering with cosmetic brands that create sustainable organic products. New materials have slowly been introduced into the amenity market, most





notably PET 100% recycled plastic. Ben Read stresses that **‘Reduced and even naked packaging, waterless beauty products and recycled packaging are going to become more and more prevalent in every day purchases and will undoubtedly be applied to onboard products.’** Other alternatives include Bamboo as Addy from Spiriant admits, **‘bamboo is a great material that Spiriant is currently working with. It’s a very fast growing plant, so it can be easily planted and grown quickly. The 100% bamboo socks that we supply to airlines are soft, comfortable and environmentally friendly.’**

With the pressure on to create effective solutions, it’s a question of why has it taken this long for the industry to sit up and listen? What obstacles have prevented these measures from being pursued in the first place? Is it a question of budget, or do we simply use this as a scapegoat to avoid changing the way we work? Addy Nyg points out that, **‘contrary to popular belief, being sustainable doesn’t always mean that airlines need to spend a lot more money. It’s about making intelligent changes that make sense for the individual airline. It’s true that some new sustainable products are more expensive because the demand is still low. But if more airlines are willing to change, the cost will drop in the future.’** As a species, we are not very good at change but it’s vital if we want our planet to survive. The bigger the demand, the more the industry will have to change.

WELL-BEING

Loving care and attention seems to be the theme of the most dominate trends this year as, along with valuing the environment, our own well-being is and has been a key focus of the airlines for some time. Mental health has become increasingly important in the mainstream media with yoga, meditation, healthy eating all being very ‘on-trend’. It’s only natural that airlines are ambitious to mimic these lifestyle choices onboard.

Ben Read from Matrix underlines that, **‘the holistic approach to self-care focusing on cleansing the body and soul, is another key trend for 2019. Whole wellness is all about the whole experience; the luxury scented candle, inhalable and digestible vitamins and high-quality lotions and sprays. Onboard this would translate into calming sprays and pulse points to help you sleep, warming eye masks and luxuriously soft sleepwear.’** Being well-rested after a long flight is the perfect way to start your adventures at your destination and makes for a positive brand experience. Key examples of this already in play, are the whole host of bedding brands that have taken flight onboard, from American Airlines with Casper, to most recently Etihad Airways with Duxiana in The Residence. Sleeper suits have developed over time to address the comfort needs of the passenger. Emirates’ hydra active sleeper suits even address the issue of hydration whilst onboard. Thanks to microcapsule



technology created by Matrix, the set moisturises the passenger's skin as they travel.

With airlines determined to create a 'hotel in the clouds' holistic experience, suppliers are pushing to develop new smart solutions to emanate this. On top of luxury bedding brands offering a pillow menu for personal preference, there are certain technologies being explored to achieve the optimum level of comfort and relaxation onboard. From skincare ranges, lighting and temperature control, why shouldn't airlines be reflective of the best five star hotels out there. As Ben Read champions, **'this same luxurious experience should be prevalent onboard with temperature control bedding, smart skincare that reacts to your skin type, smart fabric sleepwear and multifunctional tech.'** Matrix have been exploring more ways to develop said technologies and have now created a new athleisure product. Ben explains, **'Comfort Zone is our athleisure focused trend that focuses on inclusive, unisex comfort and style with bold colours and slogans on clothing that you wouldn't just wear around the house. Onboard this could mean a stylish, expressive clothing offering that isn't just limited to sleepsuits but is something you would actually want to wear every day.'**

So, what is the future?

The future of airline amenities is intrinsically linked with the expectations of future travellers; Generation Z.

Generation Z comprises of those tech savvy tots born between 1995 and 2006 who are now in their prime and coming of age. Having grown up in a highly-sophisticated media and computer environment, their expectations are higher than preceding generations and a sense of entitlement goes with the territory. As the children of the future, their opinion matters most and it is in the airlines' interests to appeal to their expectations in order to grow unwavering brand loyalty.

As mentioned previously, Social Media is now playing a huge role in people's lives and reflecting the global demographics' wants and desires. The world wants change; and above all sustainability and well being. As Petros Sakkis explains, **'we see airlines making an effort to appeal to a younger generation of travellers, often by collaborating with exciting new brands that resonate with this audience.'** Perhaps it's even time the industry made the leap from the traditional amenity kit to something a little more explorative as Addy Nyg from Spiriant ventures, **'a new trend which will impact the industry is the increase of creativity and exactly what it means to have an amenity kit. For example, do they always need to fit the current format of a pouch filled with different items we can use onboard? Can they be comprised of something completely different?'**

It's safe to say that this year's WTCE is sure to be a celebration of humanity looking to nurture our planet, cherish our mind, body & soul and feed our imaginations.



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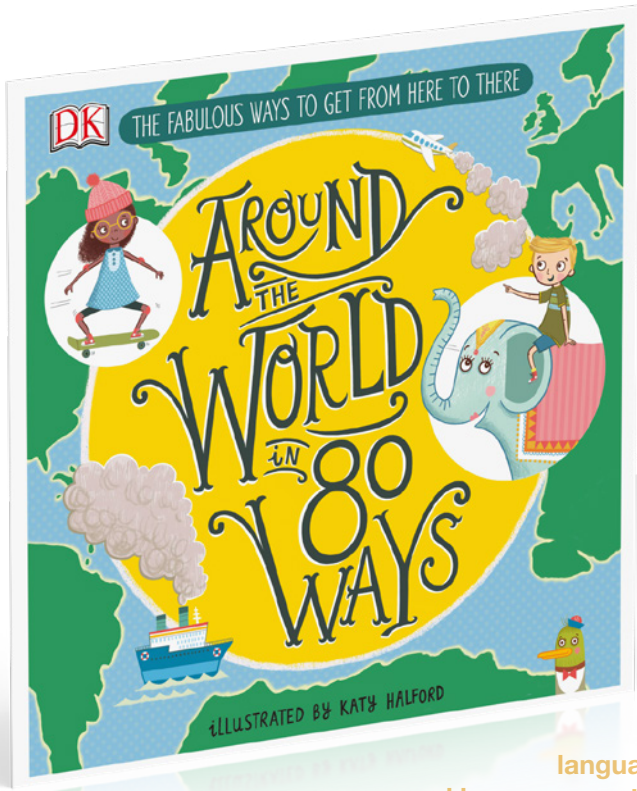
Amenities' Features Editor, Lily-Fleur Bradbury, speaks with Helen Thewlis, Head of Global Special Sales for children's book publisher Dorland Kindersley, to discuss their ambitions to go onboard.

If you're a 90's kid like me, or from the unknown time of 'before', our upbringings were practically pre-historic with technology an elusive element of the future. Books were your go to source for information, where searching an encyclopaedia was an art form not dissimilar to an adventurer on a quest for knowledge. Publishers Dorland Kindersley were the inspiring side-kick every child depended on to complete their crusade in the world of hideous homework assignments and stopped parents from tearing their hair out in despair. The crème de la crème of books; DK were publishing royalty that played an integral part in educating young children and to this day are the most globally recognised children's publisher for more than 45 years.

Having played a big part in my childhood, you can only imagine my excitement when I heard that DK would be breaking into the children's amenity market and promoting their offerings this April at WTCE Hamburg. If airlines have a taste for the nostalgic like myself, then it's undeniable that this unparalleled expert in creating beautiful and exciting products for children and adults alike, will soon be continuing its legacy onboard soaring high above the clouds. I was lucky enough to speak with Helen Thewlis, DK's Head of Global Special Sales, about the publisher's expansion into the industry and their plans for the future.

Unquestionably DK has moved with the times. Having started as a London book packaging company in 1974, founded by Christopher Dorling and Peter Kindersley, the company transitioned into publishing in 1982. In 2018 alone, DK published 42 million books, in 60 languages in 49 different countries. For Helen and her team, going onboard is the natural next step to expand their global partnerships and reach to more consumers. As Helen admits, **'From our perspective, it gives us the opportunity to reinforce our global brand – we publish into many**





languages and in many countries worldwide so being a content provider for an international carrier feels like the perfect fit. For the traveller, I'd hope that seeing DK branded material onboard will reassure them that what they are interacting with is of the highest possible quality.'

Technology is undoubtedly the biggest mountain to climb when it comes to keeping kids entertained onboard. As part of the iGeneration, most children have an iPhone by the age of 10, whereas I was ecstatic to have a Nokia 101 IN COLOUR at the age of 13 and Snake II was the coolest game on there! However, in discussing this with Helen she stresses that, 'You can't compete with the pace of change, so you have to complement it,' and it's this philosophy that has been the key to the DK's continued success despite the growth of technology.

With the age of the digital revolution, starting in the late 1970's, and prior to the creation of the internet, computers were the hottest must have. In response to this new wave of technology, DK were among the first to develop complimentary CD-ROM encyclopaedias for a whole range of their books. I'm 100% sure I am obsessed with the Egyptians thanks to DK's eyewitness CD-ROM which was the basis of my year 3 history project.

The continued growth in Technology brought about the inception of the internet threatening the very existence

of books. Libraries were safe for a short while as not all households could afford a computer at the time. I remember visiting the local library with my mother and having to pay for computer tokens so you could use this unknown and exciting machine with dial up broadband. Life as we knew it was set to change very quickly, with Steve Jobs revolutionising the face of technology forever. With the rise of iPads, Kindles, iPhones etc, would books and libraries become obsolete? I sometimes wonder if my children's children will even know what a book is? (Not if I have anything to do with it!)

Thankfully, Helen was quick to reassure me that our beloved books aren't going anywhere soon and, as a publisher that has seen the rise of technology cause a potential threat to the longevity of books, DK has found that consumers haven't rejected print in quite the way that was feared perhaps ten years ago. As Helen suggests, 'books are ultimately highly interactive, stimulating and engaging experiences for a child, and parents and educators are attuned to that. Technology has enabled us to make our books in different ways and create enhanced experiences for the reader, for example through the use of VR.'

DK has used a combination of their existing brands, such as LEGO, and devised brand new characters and content to excite and delight children onboard, tailored especially for the airline market as Helen stresses, 'flying with families can be very stressful and we feel we have the brands and content to create amazing kits to entertain and inform along the way.'

Helen has been working with her team to get the concepts and creative directions right for the market for DK's 2019 amenity catalogue, 'we have found that most Airlines require the characters / brands to be exclusive for a period of time, so this has been a huge and worthwhile investment. We have been working on new characters such as Pilot Ollie and Pilot Polly to resonate with the target audience.'





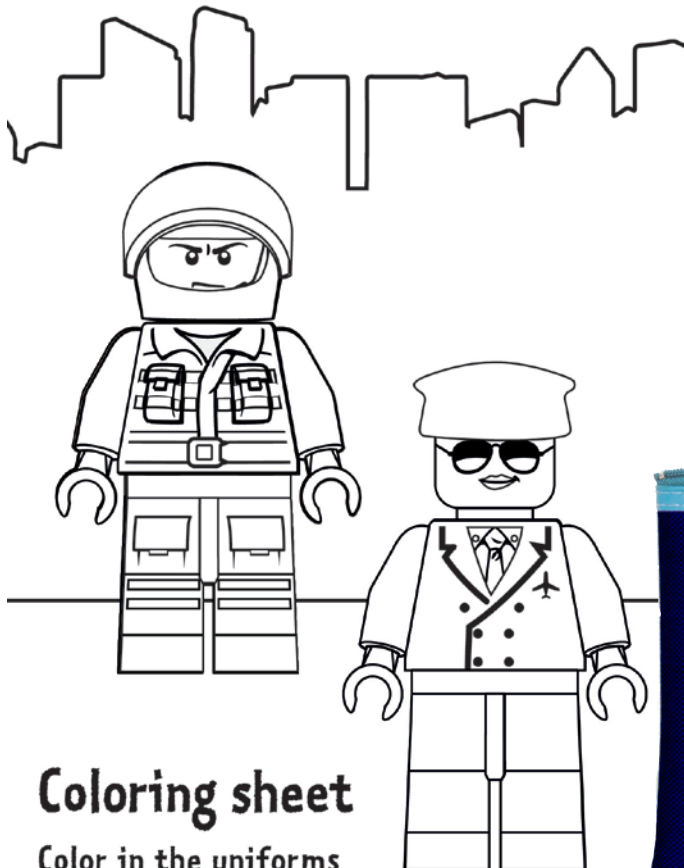
Having access to a whole host of licensed brands is something that makes DK a fresh frontrunner in the market. Through combining these brands with their expertise on children's entertainment and education, they tick all the boxes that airlines are looking for. Although Helen confesses that licensed brands are not always essential in engaging children, she also highlights that **'a key benefit of licensed print products is their ability to encourage reluctant readers - the recognition factor of a strong brand may encourage**

a consumer to engage with a product that then launches them on a new educational journey.' With

the creative potential to design children's amenities with both licensed and non-licensed brands, DK have everything to offer and more!



With their sights set on soaring the skies, DK are already making plans for the future development of their amenity offerings, with children's amenities only the first step in their journey. Helen confesses DK are ambitious, **'to partner with Global carriers and provide them with fully branded end to end journey solutions for their passengers. This can cover all the touch points of the journey from when booking tickets, checking in at the airport, tailor made amenity kits when onboard, loyalty clubs and in-flight entertainment. DK is a full content service provider and can tailor make branded solutions to build customer satisfaction and build brand loyalty.'**



Coloring sheet
Color in the uniforms

As a book lover myself, I can honestly say that I can't wait to visit DK's stand at WTCE as they are undoubtedly going to take the industry by storm with their beautiful products and vision for the future!



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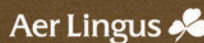
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DENTAL KITS

LOOKING A
LITTLE DOWN
IN THE MOUTH?



by Hayley Hartland

Brushing your teeth – not something you really think about is it?

At least twice a day, for as long as you can remember. It is so intrinsically part of all our routines, very few of us give it a second thought.

However, when it comes to those dental kits found inside amenity kits, this everyday action is an acute reminder of the complications airlines and suppliers face when creating something suitable for every passenger, and the environment.

Today we are all more aware of the world around us. We are aware that plastic pollution is now creating an impact on the world that we must now fight to reverse. Our natural habitats are endangered, and wildlife is fighting for survival due to the impact humans have on the planet. As an example, by 2050 it is believed that there will be more plastic in the sea than fish.

Airlines are constantly striving to reduce their impact on our increasingly fragile environment, and passengers are starting to hold their carriers to account. When it comes to amenity kits, creating something that passengers want, filled with items they need for a long journey, whilst also being environmentally conscious, is proving a challenge – and the simple dental kit is a good starting point.

It is estimated that the average toothbrush takes 1000 years to decompose, and a typical person will use up to 300 of them in their lifetime. Unfortunately, the ones currently provided onboard are often small, flimsy, with bristles that either fall out, or are too soft to provide that sought after ‘just brushed feeling’, and are thrown away after just one use. This is leading to unnecessary plastic waste that generally will end up in landfills, or in our oceans.

So what is the answer? How do airlines provide a product that suits their budgets, whilst being fit for purpose, and saving the planet?

‘Biodegradable toothbrushes!’ I hear you all cry. Well, yes, this is certainly an option. However, not without its downfalls. Yes you can replace plastic handles with wood or corn starch but the bristles remain plastic. The only way to make the toothbrush biodegradable would be to use pig, badger or other natural, animal bristles, which are considered too harsh and abrasive for our sensitive teeth and gums, and certainly won’t keep the vegan passengers happy.

Dr Mervyn Druian, co-founder of the London Centre for Cosmetic Dentistry, warns that because natural bristles retain moisture, they’re “a breeding ground for bacteria and malodour”, and should, therefore, be avoided for health reasons. It also doesn’t take into account the challenge posed by the toothpaste packaging, or the mouthwash bottle – which is also generally made of plastic, and single-use. Phew! Who would have thought there was so much to think of in a single toothbrush?

There are such a wide range of dental products on the market, with trusted household brands such as White Glo, Oral-B, Colgate-Palmolive and Crest all heavily featuring in amenity kits around the globe. By having recognisable brands it allows a small element of air travel to feel like part of a passenger’s daily routine, and helps them arrive at their destination refreshed and ready. However, maybe it is time for airlines to start to think outside the box when it comes to dental offerings. Everyday there are new products on the market, which could be well suited to air travel – some of which could see the need for the toothbrush diminish significantly.

There has been an introduction of ‘toothpaste tablets’ which can be used with or without a toothbrush, and often come in re-useable, or plastic free packaging. By simply chewing such products, a minty foam is created to give that ‘clean mouth feel’ that passengers crave. Other similar products can be used in conjunction with toothbrushes (fully biodegradable or otherwise), but would certainly lessen the plastic packaging waste created by the ‘extra’ bits in a dental kit.

Or, finally, is the answer investment? Vince McIntosh at Select Amenities certainly thinks so. **‘Oral care is not a good product category to lower standards to save a few pennies. Toothpaste and mouthwash are unique amenities in that they “pass the lips”, so perhaps the most important attribute is a well-recognized and respected brand, which puts the traveler at ease.’**

Airlines should possibly think about creating dental kits that passengers want to take off the plane with them. They are so focused on the rest of the kit having longevity, being re-used long after the journey is over, why not apply the same ethos to the dental kit?

By using products that passengers recognise, at a quality that they can use at their destination, and beyond, the amount of waste created by airlines everyday would be significantly reduced. This may not be the perfect long term solution, but it is certainly one that maintains passenger trust, whilst keeping an eye on the environment. Maybe in the future airlines could start to implement products that are a little further outside the customer’s comfort zone, toothpaste tablets, and no toothbrushes at all, possibly eliminating the need for single use plastics entirely. However, such fundamental change takes time, and surely it is better to do something, rather than nothing?



THE FUTURE IS



FORMIA

amenities for the indulgent traveller

by Lily-Fleur Bradbury

Unrivalled in its continuous success, supplier FORMIA, have been the catalyst of a multitude of innovations within the airline amenity industry and have transformed the market with diversified brand collaborations within travel, luxury and lifestyle brands never seen onboard before. The company's shift in 2009, with the re-branding and appointment of CEO & Managing Partner Roland Grohmann, saw FORMIA emerge from the hospitality industry in hotels, airlines and cruise liners, and reposition itself exclusively in the specialisation of airline amenities. Now celebrating their 10th anniversary of being market leaders in the world of amenities, FORMIA have reached the zenith of its success. For the supplier to reach even newer heights, Roland Grohmann is now overseeing the next step in the company's journey.

At the heart of FORMIA's ethos is the ancestral oriental character 'REN', which promotes humanity at the centre of all creation. Continuing to take inspiration from this, Roland stresses that they are ambitious, **'to focus on the end-consumer, the passenger, and how we will further incorporate consumer expectations and trends when developing products and concepts in the future.'** There are multiple ways FORMIA have already implemented their customer centric ethos with



their FORUM365 trend forum, however they are now looking to modernize and elevate the company infrastructure to lend itself to the passengers wants and needs even further with a new management team. **'Our new management team will comprise of a CEO, CCO & CMO that will have specific areas of responsibility but work seamlessly across all spectrums of our business to continue and further accelerate what we have been successful with: a fully customer centric approach,'** explains CEO Roland Grohmann.



(Left) CMO Niklas Sandor (Right) CCO Philipp Wendschuh

Roland will continue to lead at the helm of the business with his focus very much on the overall leadership, strategy, business development, and supply chain, whilst the newly appointed Philipp Wendschuh as the Chief Commercial Officer (CCO) and Niklas Sandor as the Chief Marketing Officer (CMO) will oversee more of the day-to-day activities and aspects of the business. In addition to this, FORMIA also plan to build up all layers of the company putting measures in place for additional internal career progression and development at multiple levels. Roland Grohmann confesses, **'I am very proud that many of our staff have joined FORMIA either directly from university or early in their career and have since taken on new roles and challenges with added responsibilities. Despite our market leading position, we still have a very young and energetic workforce.'**

Philipp Wendschuh, as CCO will lead all customer and commercial

activities and has, over many years, built and forged outstanding customer relationships, particularly in the Middle East and Europe. Working with the company's 'Sales & Customer Service' team, Philipp will focus on marketing products and concepts that are bespoke and unique to each customer, as well as imparting his extensive customer expertise and know-how across FORMIA's global customer base. In speaking with Philipp, he was keen to stress that as a company FORMIA, **'see the amenity kit as an enabler for the customer experience and the need to represent each airlines' unique identity. FORMIA's experienced team and efficient company structure enables us to make fast decisions and pro-actively set new trends for the industry. The proactive nature of the company and its ability to act fast in adapting to the ever-changing market, is of the utmost importance to us and we are determined to keep it that way.'**

Having already played a leading role in FORMIA's most successful brand collaborations, the final member of this tour de force, CMO Niklas Sandor, will be responsible for Design & Marketing. Niklas will not only drive the company's efforts and focus on the product itself, but also how the overall onboard experience will inevitably transform the world of amenities and comfort products over the coming years. Niklas highlights that, **'we believe being a specialist is the right strategy, so it is very unlikely that you will for example see FORMIA active in areas such as tableware and other commodity items. Our core business is and will remain amenities and adjacent products. We will however be more active in segments that we also believe can positively impact the customer experience both in the air and on the ground.'**

With a newly innovated business structure, FORMIA are looking to the future, excited to share their new concepts at this year's WTCE. As Niklas confesses, **'one key trend we are seeing is the transitioning from just products, to products with more integrated experiences. e.g. Social Media is definitely an important element. We will invest more in technology and data insight. How and what we are doing in this regard would give away too much of our strategy, but it is an exciting innovation that we believe will add further value to both our customers and the end consumer.'**

The key to FORMIA's success has been, and will always be, thanks to their authenticity, captivating the market with compelling, human stories at the heart of their work. This couldn't be truer with Roland, Philipp and Niklas taking the lead in what is set to be a bright and flourishing future for FORMIA.

A perfect pairing AND A “GREEN SOUL” ...

Deputy Chairman of the Italian Sommelier Foundation, Carlo Attisano, imparts his wisdom on wine and the secret to the perfect pairing onboard!

In Italy, wine has marked the evolution of our civility since the times of the Etruscans: in fact, it was our Umbrian and Tuscan ancestors who first cultivated and consumed wine grapes, some centuries ahead of any other population on earth.

It's no secret that for Italians wine is a serious matter and for many years, the Italian Sommelier Foundation, which is supported and legally recognized by the Presidency of the Council of Ministers, offers the highest quality wine experience in terms of tasting, pairing and knowledge.

For the last 15 years, I have been studying a more unconventional setting with regards to the positioning and tasting of wine. A completely different context compared to the traditional one: inside a carrier at 30.000 feet!

Airlines know well enough the importance of the onboard wine and food “Experience”. Wine experts have made some incredible discoveries which has allowed us to understand how to make the best selections for onboard guests.

In my mind, I believe wine has its own soul, spirit and character. Being

something alive, it is subject to changes that can often turn out to be negative if not managed properly, especially when it is served at high altitudes.

The conditions generated at high altitudes makes food and wine subject to significant alterations which must be taken into great consideration in order not to waste good wine and the time spent meticulously selecting it. There is an art to choosing wine and food for onboard consumption. The process by which it is selected is vital for success!

Studies have shown that it's not the product itself that changes, but our taste buds that are affected by the change of the natural habitat. Onboard pressurization, humidity and vibrations are the main factors in changing perceptions. The air pressure in the cabin, at 30,000 feet above sea level, is the same that is perceived at 3-4.000 meters if you are on a mountain.

The humidity present onboard causes the taste buds to work with more difficulty, like when we have a cold. The salinity and herbaceous sensations are reduced by 20-30% and there is a decrease of the alcohol sensation of about 1/1.5 °. The only factor that remains substantially unchanged is the acidity.

Wines served onboard therefore need an adequate spiciness that doesn't hide but enhances the original flavour of the food itself. As well as this, the structural alcohol level will need to be higher in order to compensate for the loss in perception.



Along with enjoying fine wine, the Italian Sommelier Foundation, cherishes and respects the grape and the soil it comes from. Ecological issues are of the utmost importance.

In this regard, Castello Monte Vibiano, located in Umbria, famously known as the “Green heart of Italy”, has already started a production path committed to respecting the environment. In 2008, after several years of committed transformations, they became the first company in Italy certified as a Zero CO2 Emission company in the entire production area and, on top of that, one of the first in the world! Nowadays many Cellars are already working with the purpose of preserving natural resources for the future generations.

While studying the “green” market trends with a focus on sustainable viticulture, the Italian Sommelier Foundation has discovered that the quality of these wines, made with the lowest possible negative impact on the environment, is growing fast and due to their natural characteristics, in many cases, can taste and pair even better at 30.000 feet!

After years of research we now have the key to success to unlock the perfect pairing of wine selections onboard!

Carlo Attisano, Deputy Chairman of the Italian Sommelier Foundation

IN THE LAP OF LUXURY

by Hayley Hartland



DUXIANA®

The importance of getting a good night's sleep when travelling is something that Amenities Magazine has talked about a number of times before. The ability to arrive at your destination refreshed, and ready to take on whatever business, or pleasure awaits you, is something that has been an area of research, and discussion, amongst travellers, industry experts and scientists alike.

But what happens when you are travelling in a hotel in the sky?

An example of pure luxury, designed to be a home away from home?

Etihaad's The Residence is the ultimate expression of indulgence in the air. Billed as 'more than first class', there is no more opulent way to travel at 38,000 feet. The three room suites, which include a sitting area, bedroom and en-suite bathroom can be



found onboard Etihad's A380s on selected routes. This truly is a one of a kind experience, and therefore it was important to find a one of a kind bedding brand to reflect the passenger's wants, and needs, when travelling long distances.

DUXIANA is a Swedish company with a long history in creating the ultimate comfort experience. Their products have been in homes and hotels globally for decades, including the Burj Al Arab Jumeirah, the Jumeirah Emirates Towers, and The Langham, New York, Fifth Avenue. With such



a reputation for quality, and luxury, DUXIANA was a perfect fit for Etihad's The Residence.

WESSCO International's Chief Marketing Officer Petros Sakkis explains, "The Residence stands out as the pinnacle of luxury flying, and only a select few premium brands become a part of its guest experience. DUXIANA is regarded as the maker of the world's best bed and bedding, so it was the perfect choice for the program".

The collection, created in collaboration with airline supplier WESSCO International, has taken inspiration from the colours, textures and architecture of Abu Dhabi. Its understated elegance and quality are evocative of the most luxurious hotels in the world.

This is a game-changing partnership. Etihad created the ultimate air travel experience, and DUXIANA created

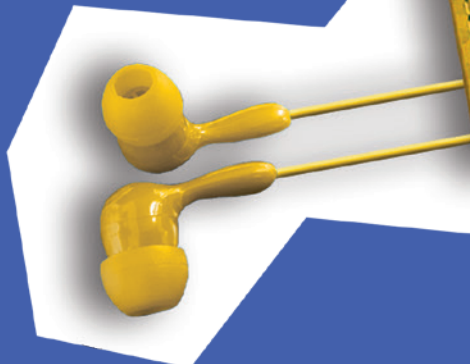


the details that makes it completely unforgettable.

Although for most of us, the chance to travel in this kind of luxury seems like a

far off dream, for the lucky few, Etihad and DUXIANA have truly developed a beautiful partnership to allow their discerning passengers slip off into the land of nod in ultimate comfort.

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In the Spotlight with Wolfgang Bucherl

Amenities Magazine caught up with Managing
Director of Skysupply Wolfgang Bucherl

by Debra Bradbury-Ward

When was Skysupply established and what brought Skysupply into the onboard amenities industry?

Since 1989, skysupply supplied merchandising products to big industries in Europe as well as Lufthansa with products for the onboard retail magazine. This is what brought us into the onboard amenities industry. And of course, sometimes you need also a little bit of luck to be in the right place at the right time. As a result, skysupply as we know it today was founded in 1999.

What is the most significant change you have seen in the amenities market over the past 10 years?

I think we have had to adapt to a number of changes in recent years which continue to be valid today; the significance of co-branding solutions and the right co-operations, the trend towards making the kits more appealing for extended use which encourages passengers to take them home and appreciate them more, and of course, most recently and importantly, the sharp focus on the airline CSR and guaranteeing a more sustainable range of in-flight options! All these and more have to be factored into the onboard solutions we develop .

What do you think the future of amenities should be?

I believe that the extended use of giveaways onboard and clearly defining the lasting appeal for an item is key to the future – there has to be significant added value, a good story and a chance to collect a series of the kits etc. – So, provenance, understanding of traditional values and cultural appeal which relate to the airline's origins and home country, and the growing potential to use materials and design methods which make sustainability possible.

What are you most proud of?

Our ability to maintain a strong reputation, and to stay valid and still be considered a good option as a valued and credible supplier in a very busy market sector after 20 years. We are proud to be working with airlines for several

years now and still retain their respect and trust. It is a privilege to be in this position.

Skysupply often works with exciting, young brands – how do you ensure you stay at the forefront of the market?

We listen carefully, we act quickly, and we have a strong partnership with key suppliers to our business who are just as adaptable and nimble in their own execution and delivery. We are constantly re-evaluating what we do to see if we can do better and always looking for fresh new collaborations from clever newcomers to the market.

Are airlines changing their needs and requests to you, the supplier?

Airlines have a number of challenges and the more proactive and helpful we can be in taking away some of that workload, the better. The key requirements are not fundamentally different; they always want a competitively priced, practical, and efficient timely solution with a high-quality result in terms of service levels and the products themselves doing what they are supposed to do in offering total passenger satisfaction. What is more prevalent now is the airlines interests in suppliers showing them new brands, the demand for strong messages in regard to provision of sustainable options and creating the very best PR story that can be derived from having the right choices onboard. Keen prices are key of course – there is no change there so, 'need to have', rather than, 'nice to have', will always be a priority in choosing solutions.

Passenger needs seem to evolve very quickly – do you think airlines are doing enough to keep up?

As mentioned above, airlines have a difficult job to manage all the moving parts and Amenities and Comfort items are only a small element of the budget and focus internally. That said dealing in this sector is fun and with samples etc. can be a more tactile experience than managing many functions

so Airlines do enjoy the discussions around new items and ideas. Our job is to show initiatives and competence in sourcing which will address passengers' queries, concerns and enhance their experiences onboard. If we do so we always make those Airline discussions very much more constructive, particularly if our actions and responses can satisfy branding, marketing, and procurement departments – which is never easy!

What are your thoughts on Airlines who now allow Economy Class passengers to ‘purchase’ First or Business Class amenity kits during their journey?

I am a fan of what I consider to be appropriate differentiation in the cabins onboard – Classes are defined and provided for a good reason which relates to offering choice and to understanding the rationale applied by passengers in deciding how to spend their own money. Do the high-end co-brands appreciate the idea to sell in Y class, do airlines really know what is the right price point, does this idea in fact dilute the significance and value of having items which clearly are a point of difference onboard? It's a challenge to predict if this is successful at present so increasing inventory and complexity is a further necessity for airlines if they go this way and it is, for me, not yet validated.

What makes Skysupply different to its competitors?

As the MD, personally I am very “hands on” and try very hard to meet and respond to our airline clients and potential customers in a very direct, personal and regular way – I challenge my team to do the same with their counterparts as our company ethos is all about being proactive, accountable, and vital as this business demands that our focus and time is always well spent and provides re-assurances to the customers we are efficient and in control of all aspects of the Tender process and beyond. Delivering a product is not enough, we have to provide competitive Supply Chain solutions and react quickly to the changing market and other potentially adverse conditions to remain credible. To stay at the top of our game, we have to demonstrate expertise across the sector from design to delivery.



THE PERSONAL TOUCH

What is your favourite city?

New York

What is your favourite holiday destination?

Lisbon

Favourite onboard tippie?

Still water

What are your ‘travel essentials’?

A laptop, eyeshades, and a good seat

How do you like to pass the time when onboard?

A great read



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Hall A1, Booth 1E50
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