

AMENITIES

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The world of traveller indulgence through design



KEEP
CALM
AND
CARRY
ON

#staysafe

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The show did go on - via a live webinar! We provide a full list of the category winners who received the Golden Seal of Passenger Approval.

COVER: *Keep Calm and Carry On* was a motivational poster produced by the British Government in preparation for World War II. However, the poster was only rarely publicly displayed and was little known until a copy was rediscovered in 2000.



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Welcome

How the world has changed in such a short amount of time. Just one month ago we were all preparing with anticipation to attend another successful WTCE in Hamburg, and now we are all wondering what the future might hold.

As air travel faces unprecedented restrictions, airlines grounded worldwide and estimated losses of \$314 billion due to the Covid-19 outbreak, it is clear that the aviation industry is faced with an uphill climb as we return to a new "normal". However, it is not the first time the industry has faced setbacks and challenges, including labour strikes, safety concerns, climate change, volcanic eruptions and economic downturns. I am certain that this will be another storm that the aviation industry will weather, and once international routes reopen, will rise to the challenge of assuring passengers that air travel is safe once again.

Of course, it will not be without its challenges, and will certainly not happen overnight. Passengers will be nervous and understand the role that air travel played in the global nature of the pandemic. This will mean that airlines will have to step up their health precautions, possibly introducing testing, providing facemasks and sanitiser throughout the stages of the journey, and possibly even some form of social distancing. Air travel will take time to return to whatever 'normal' looks like on the other side of the pandemic, and airlines and suppliers alike will have to rise to the challenges they face.

Suppliers around the world are already adapting to the current global climate, as a number are moving their manufacturing to much needed PPE in a response to the



coronavirus. They are also developing kits that include masks, gloves, hand sanitiser and wipes, a little glimpse into what the future of amenity kits might hold.

Despite the upheaval that has been caused by Covid-19, we were thrilled to be the main media sponsors for the TravelPlus Airline Amenity Bags Awards that still went ahead with a global audience via webinar. The event was very well received with viewers and contributors from all corners of the globe. We feel lucky that we live in an era that such communication is possible, and are thrilled with the feedback received.

In this issue, we are delighted to have worked with Richard Woodard on a feature on Airline wines. Richard Woodard began his professional life as a newspaper journalist but has specialised in writing about wine and spirits for the past 20 years. In that time he has edited and contributed to a number of magazines and websites, including Decanter, Club Oenologique and Scotchwhisky.com. An all-rounder on the subject, his specialities include Champagne, Port and whisky of all varieties.

Thank you for taking the time to read *Amenities*, we hope that you, your family and colleagues around the world continue to stay safe and healthy.

Editor in Chief
Debra Bradbury-Ward

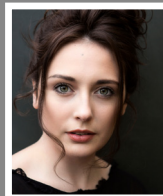
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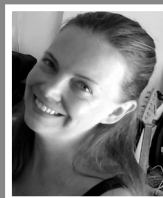
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WET & CLEAN

Clean & Green Toothbrush Kit

Just Wet & Clean!

The Bristle

First Bamboo Toothbrush with:

- 100% Bio-plastic
- 0% Petroleum plastic
- Natural antibacterial
- Toothpaste pre-coated

The Toothbrush

- 100% Biodegradable
- Solvent-free bamboo
- Feather light kit

The Pouch & Box

100% recycled paper

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