

How United wipes became an unlikely passenger obsession

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Passengers prefer the United Airlines sanitizing wipes due to the thick, durable texture and high liquid load

A sanitizing wipe is not usually the onboard product passengers rave about after a flight. But [United Airlines'](#) sanitizing wipes, developed with [RMT Global Partners](#) as part of its WeCare product range, have become an unexpected inflight sensation—earning social media buzz, Reddit threads and even a loyal following among frequent travelers.

For RMT, the response underscores a larger shift happening in the passenger experience space: even the most functional onboard items can leave a lasting impression when they deliver comfort, reassurance and a premium tactile experience.

From pandemic necessity to passenger favorite

"We started creating the WeCare wipes at the start of the [COVID-19] pandemic when it was imperative to wipe down every space, and our partners that jumped onboard with wipes found this to be a great opportunity to deliver a feeling of safety and confidence to their passengers by empowering them with our wipes," Richard Tuttle tells *PAX International*.

The product emerged during one of the airline industry's most operationally and emotionally complex₁

moments, as carriers worked to reassure passengers that flying was safe again. Alongside HEPA filtration messaging, enhanced cleaning procedures and aircraft sanitization protocols, the wipes offered something more immediate: control.



Richard Tuttle, Founder and CEO, RMT Global Partners

Passengers could clean their own tray table, armrest or seatbelt buckle themselves—creating a small but meaningful sense of confidence in the cabin environment.

RMT's partnership with United Airlines began shortly after March 2020, with full activation around June that year. Despite transportation and port disruptions affecting global supply chains, RMT maintained uninterrupted product availability throughout the rollout.

While the urgency of the pandemic has faded, the wipe never disappeared from the passenger journey.

As travel demand rebounded, evolving passenger expectations around cleanliness and comfort helped functional products like wipes maintain relevance well beyond their original purpose. In today's fast-turn cabin environment, they continue to serve as both a practical amenity and a subtle brand touchpoint.

The rise of the “wipe fandom”

For some travelers, the WeCare wipe has become far more than a utility item. Passengers have taken to [Reddit](#) and social media to discuss the wipes' unusually thick texture, generous size and premium feel, with some users openly wondering where they can buy more—and others proudly sharing

personal stockpiles collected from flights.

The wipes even made their way onto the November 2024 episode of the “[Born to Love](#)” podcast hosted by actress Ellie Kemper and actor Scott Eckert, featuring comedian Michelle Collins.

“When you fly United, they have these wipes that come individually wrapped,” Collins explains. “They are the best. They are huge. They are very thick. It is a miracle product and you cannot buy them on Amazon—I have looked. You have to fly United to get the wipe. I stockpile them.”

For Tuttle, the level of passenger enthusiasm came as a surprise.

“We always knew it was a great product, but truthfully, did not realize how it would start to have such a fandom and demand for it on social media,” he says. “Of course, we have been loving the response and are looking at other ways to expand this division to benefit our partners.”

Why the wipe works

Part of the product’s appeal comes down to tactile design.

“The premium feel of our wipe comes from its higher-GSM nonwoven cloth, which gives it a thicker, more durable texture,” Tuttle says. “In addition, our higher liquid load allows the wipe to stay effective longer and clean more surfaces during use.”

That sensory experience matters more than ever in the cabin, where passengers increasingly associate small details with broader perceptions of care, cleanliness and quality. A wipe that feels substantial—and avoids an overpowering scent—can quietly reinforce an airline’s attention to comfort.

Operationally, the product also fits neatly into the modern boarding process. Lightweight and compact, the wipes are easy for crew to distribute at boarding or pre-place at seats before passengers arrive.

Tuttle describes the wipe as a natural “greeter” item for the cabin.

“Wipes act as an icebreaker as passengers board the aircraft,” he says. “It is a great item that is lightweight, functional and more likely to end up in their bag because they want more, rather than being left behind like a trinket they will never use.”

Utility with branding power

For RMT, the next opportunity lies in turning functional products into storytelling tools.

Custom colors, seasonal messaging, branded packaging and QR-code integrations can transform a simple wipe into an extension of an airline campaign or onboard communication strategy.

The broader takeaway for airlines is that utility no longer has to be invisible. When executed thoughtfully, even a small sanitizing wipe can help shape first impressions, reinforce passenger confidence and create a surprisingly memorable brand impact.



RMT Global Partners displayed the wipes at WTCE 2026