

Linstol brings aviation to life for young travelers with Runway Rangers concept



The Runway Rangers collection includes brightly colored children's kits and accessories, bringing aviation ground operations to life through playful, educational design

[Linstol](#) is reimagining the onboard experience for families with the launch of Runway Rangers, a character-driven children's concept designed to introduce young passengers to the world behind every flight.

Unveiled this month the initiative transforms essential airport ground equipment into a cast of engaging, personality-driven characters, each representing a critical role in preparing an aircraft for departure. From Tugster the pushback truck to Le Chef the catering specialist, the concept highlights the teamwork and coordination required to get every journey safely into the air.

Built around educational themes including teamwork, problem-solving, responsibility and curiosity, Runway Rangers aims to make aviation more accessible and relatable for children. By blending storytelling with interactive design, the concept offers airlines a new way to engage younger passengers while adding depth to the inflight experience.

"Every flight is powered by an incredible team on the ground, but their stories are rarely told," said Paula Wines, Creative Director at Linstol. "Runway Rangers shines a light on those roles in a way that's fun, engaging and easy for children to understand."

Designed as a multi-platform solution, Runway Rangers can be integrated across children's amenity

kits, activity books, inflight entertainment and digital content, offering airlines flexibility to tailor the experience across touchpoints. The concept also opens opportunities for branded merchandise and collectibles, extending engagement beyond the cabin.



Character-branded children's headphones highlight key Runway Rangers figures, combining entertainment and comfort for young passengers onboard

With increasing focus on personalized passenger experiences, particularly for families, Runway Rangers reflects Linstol's broader strategy to combine creativity, education and design innovation in its onboard offerings.