

Milk reimagines amenity kits into designed, sensory brand experiences

This is a special feature from the [April 2026 WTCE Hamburg issue](#) of *PAX International* on [page 91](#).



Zoe Telfer, Managing Director, Milk

As storytelling, materials and passenger interaction are guiding the next generation of amenity kits for adults and children alike, amenity kit specialist [Milk](#) is positioning its latest portfolio as part of a broader creative and strategic evolution. Ahead of WTCE, the company is emphasizing design-led collections that move beyond functional travel essentials toward more experiential, retail-inspired concepts.

According to Managing Director Zoe Telfer, the shift reflects changing passenger expectations.

“Travellers no longer view amenity kits as mere functional giveaways but as meaningful extensions of their journey and brand experience,” she explains. As a result, Milk has introduced cleaner silhouettes, tactile materials and collectible formats intended to create “emotional value” and extend an airline’s brand story beyond the cabin.

Airlines are responding positively to the approach, Telfer says, particularly as amenity programs increasingly serve as strategic brand touchpoints rather than purely operational items. The company is also incorporating behavioural insight into product development, analyzing how passengers interact with materials, sensory cues and storytelling elements during travel.

One emerging focus is sensory-led design. By combining tactile finishes with subtle fragrance cues, Milk aims to create moments of calm during the journey.

“Pairing tactile finishes that invite touch with gentle fragrance cues can help create moments of calm, encouraging mindfulness and helping to reduce travel-related anxiety,” Telfer notes.



Educational specialists guide activity design, color contrast and storytelling formats of Milk's children's engagement kits

The concept also supports more inclusive design thinking, recognizing that sensory engagement can benefit some neurodiverse passengers.

This philosophy extends to the company's children's engagement kits, where educational specialists help guide activity design, color contrast and storytelling formats to ensure accessibility and intuitive interaction.



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Sustainability remains a key priority, but Telfer emphasizes that responsible materials must also align with airline cost realities. Milk continues to explore recycled, recyclable and compostable substrates, alongside modular design strategies that reduce waste and improve operational efficiency.

Looking ahead, the company sees amenity kits as part of a broader “passenger journey ecosystem.” Referencing a 2025 American Express Global Travel Trends report, Telfer notes that 70 percent of Gen Z and millennial travelers plan trips focused as much on the journey as the destination. Milk aims to help airlines enhance that journey while strengthening Net Promoter Score.