

WTCE Spotlight: Milk puts sustainability front and centre



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[Milk](#), a children's amenity kit agency, is set to exhibit at this year's World Travel Catering & Onboard Services Expo in Hamburg. The company will showcase its latest projects including those created for global travel brands like [Emirates](#), [TUI](#), [Oman Air](#), [Jet2](#) and [Marella Cruises](#).

"WTCE is one of the key dates for the travel sector so we are delighted to once again be attending. As a business, we passionately believe in sustainability and it's something we have had at the forefront of our product development for many years, it's great to finally see this has become a focus for so many brands too," said Zoe Telfer, Milk's Managing Director, in an April 27 press release. "We see WTCE as the perfect platform where we can make a difference by showcasing some of the best eco-friendly products on the market that don't compromise on creativity or quality."

At their booth, visitors can explore Milk's range of eco-friendly, sustainable and customizable products made from recycled materials. Their team works with clients to create bespoke children's amenity kits, tailored to their needs, that can include games, puzzles, stories, characters and toys. The kits are created with a focus on driving young traveller engagement, incorporating STEAM learning, education and fun.

The range, made for all ages from babies through to teens, includes bags in a variety of shapes and sizes, plush toys spanning a range of shapes, finishes and designs and luxury textile-based products including blankets and towels. The business promotes a circular economy by encouraging the

recycling of its products, some of which are biodegradable such as their brand new plant-based baby wipes and wheat straw headphones.

Milk promotes sustainability in all of its operations and its own internal operations have been carbon neutral since 2020. It also uses FSC approved paper, as well as offers carbon balanced print solutions and carbon neutral manufacture.