

Global-c to unveil latest airline partnerships and product developments in Hamburg

This is a special feature from the [April 2026 WTCE Hamburg issue](#) of *PAX International*, on [page 12](#).



Global-c to showcase latest airline collaborations and onboard product innovations at WTCE

[Global-c](#) will showcase a series of recent airline collaborations and product innovations developed over the past six months at WTCE, reflecting the company's continued focus on creative work.

Working closely with airline partners, Global-c has launched programs with [Scandinavian Airlines](#), [LATAM Airlines](#), [Saudia](#), [Thai Airways](#) and [Philippine Airlines](#). The projects highlight the company's design capabilities and its understanding of how onboard products complement airline hospitality and inflight dining concepts to deliver distinctive customer experiences.

Alongside these collaborations, Global-c is introducing several developments aimed at addressing common airline challenges, including 'vertical rest' and performance coatings that provide non-slip functionality across a range of onboard products.

The company is introducing an expanded team that includes new product designers and the recently appointed Head of Product Development Kristine Tan, who joins from Qatar Airways, bringing additional airline experience to Global-c's design and development initiatives.